

Starchroom Laundry Journal

First in the Laundry Industry Since 1893
A REUBEN H. DONNELLEY PUBLICATION



**SOLVING THE
POLY BAG PROBLEM**

JULY • 1959



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New President
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Dallas, Texas*

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Open-Air Coin-Ops**



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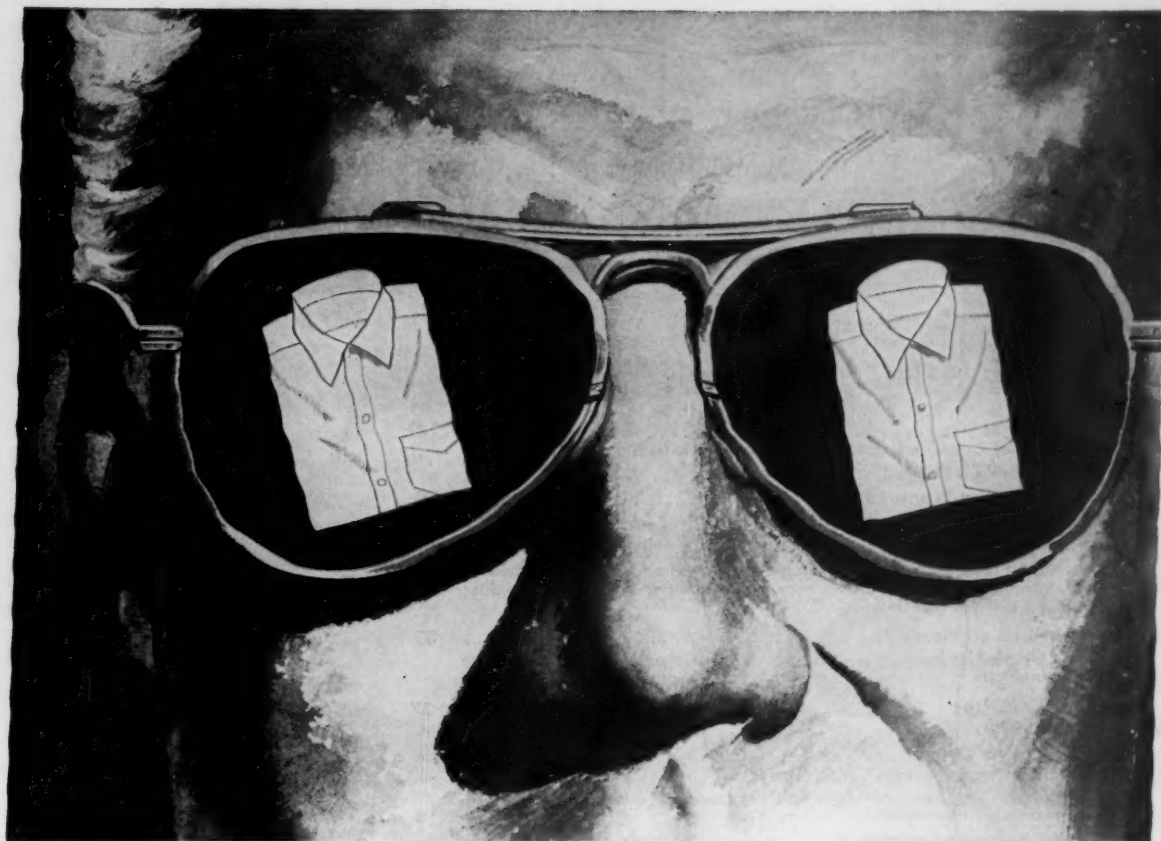
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HUEBSCH ORIGINATORS

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REG. U. S. PAT. OFF.

J. B. FORD DIVISION
Specialists in laundry washing products

READER'S GUIDE

VOL. 66, NO. 7 JULY 1959

Starchroom Laundry Journal

PUBLISHED MONTHLY SINCE 1893

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It's the Little Things

The laundry is a business of infinite details. And the plants that keep best track of these details are the ones that are usually most successful. The best way to do this, of course, is to keep an accurate set of records.

We met a laundryman recently who after a lifetime in the business had just begun to keep production records. One of the first things he discovered was that one of his supervisors couldn't write.

Production was below standard in just about every department including packaging. In the last instance, the girls were working overtime because they didn't have room to store the boxes as they folded them.

He has since made some rather simple changes which have resulted in savings of \$17,000 the very first year.

Sometimes, even when we have the latest equipment to work with, we tend to forget details which have a definite effect on production.

We heard an industrial engineer a few weeks ago who told of some time studies he had made on an automatic wrapping-table operation—the type that delivers sheets of paper in one of three sizes at the press of a button.

Under normal circumstances, the operator here maintained a 112-bundle-per-hour standard. With an incentive, she could do up to 140. But when she had to include a bundle insert in each bundle, her production dropped to 100 bundles an hour. And it dropped still lower (88½ bundles) when she had to affix a sticker to the bundle in addition to the stuffer.

While records are important, a lot depends on interpretation. We are reminded of another plantowner who took pride in his exceptionally low power costs until he found out why. He wasn't getting enough heat!—Henry Mozdzer

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in actual operation

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FLEXIBLE — Has plenty of resiliency and "give".

CONSTANT QUALITY — Due to quality control, possible because finishing operations are done in our own plant.

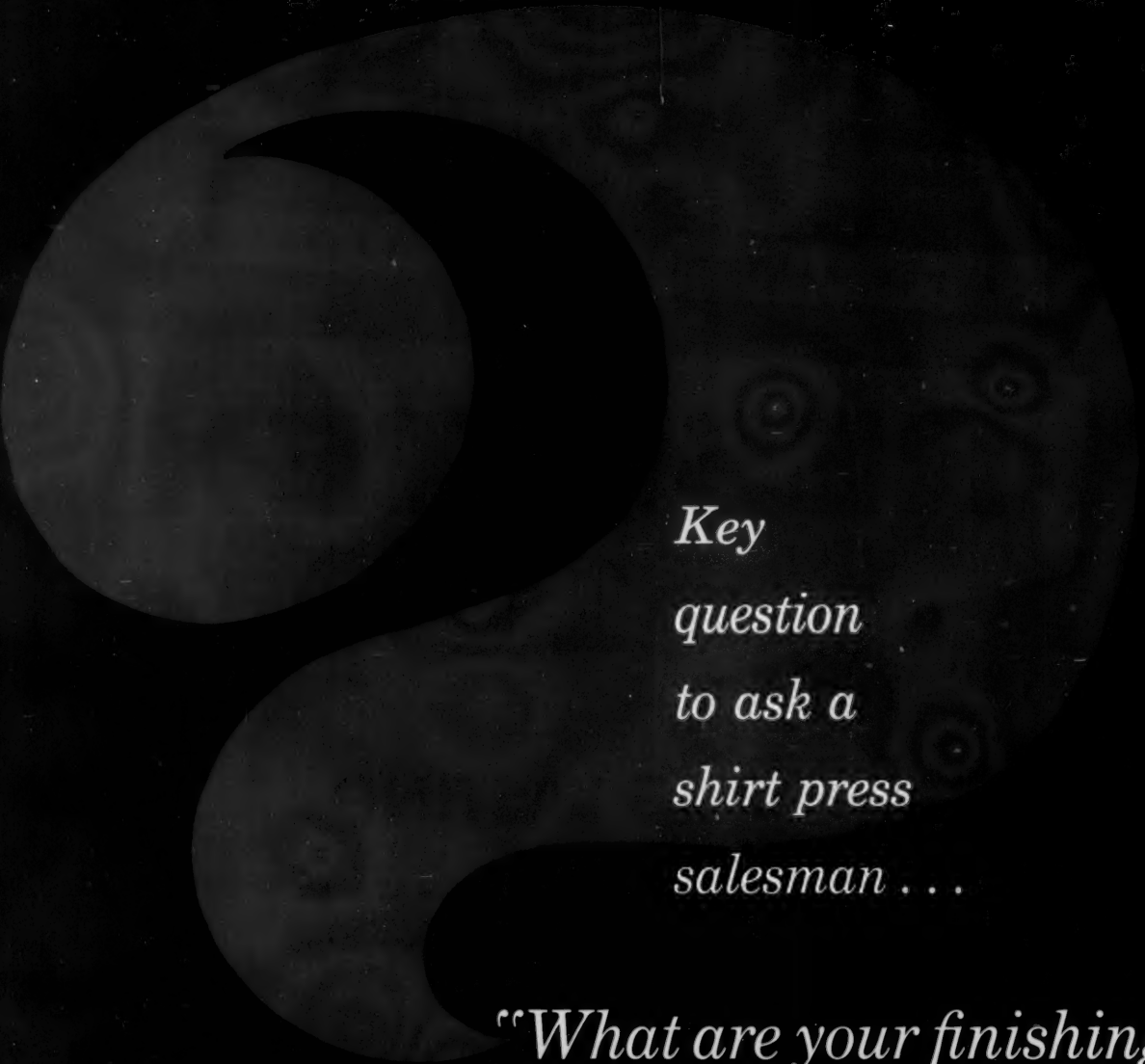
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FINELY WOVEN SURFACE — Gives your work a plus... smoother ironing.

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*Key
question
to ask a
shirt press
salesman . . .*

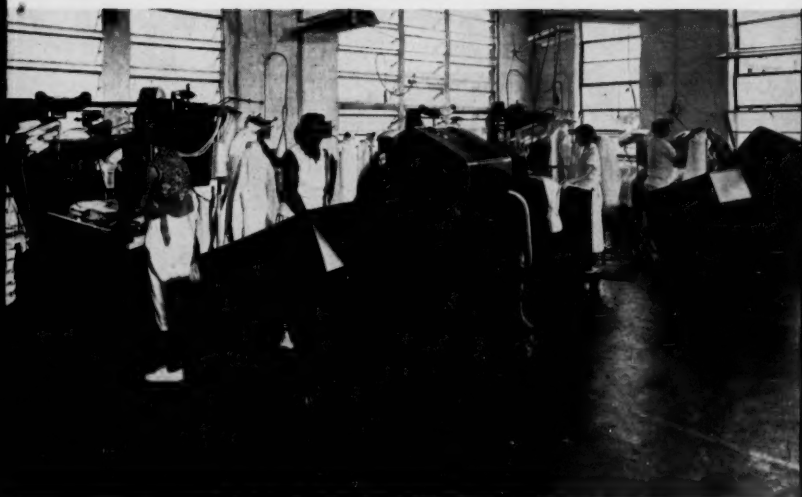
"What are your finishing





SINGLE BUCK

Battery of four Single-Buck Formatic Units in South Shore Laundry, Chicago, Ill. Installation of high-speed Formatics eliminated 4 operators, enabled each remaining girl to increase production by 17 shirts per hour!



DOUBLE BUCK

These two Double-Buck Formatic Units at Star Launderers & Cleaners, St. Paul, Minn., more than matched increasing shirt volume. High-speed finishing greatly reduced cost per shirt, saves approximately \$90 per week!

costs per hundred?"

Your American Formatic Press salesman will give you a direct answer. No evasive comments. Here's what he'll say: "Comparison tests prove that a Formatic Shirt Unit will save you an average \$1.00 per 100 on your shirt finishing costs!"

And, he'll back up this answer with facts!

Strong statement? Sure it is. And it's meant for everyone doing shirts. Here's why: Formatic Units are designed to make every move of each operator productive. Amazingly simple operation, and exceptional balance of time and motion in each sequence of duties, enables operators to work at unusually high speeds for long periods of time without tiring! Convenient controls and easy-reach press lays also reduce fatigue, help maintain a fast, coordinated flow of work throughout the day.

Find out today how an American Formatic Unit will give you high-speed, top quality shirt finishing at the lowest cost per hundred. Your nearby American representative will gladly show you a Formatic in action. Or, mail the coupon for complete information.

You get more from

American

The American Laundry Machinery Company, Cincinnati 12, Ohio

The American Laundry Machinery Company ALM-612 Cincinnati 12, Ohio

Please send Catalog checked below which tells how the Formatic Unit will lower my cost per hundred shirts. ☐ Catalog AJ314-002 on Single-Buck Formatic Unit. ☐ Catalog AJ315-202 on Double-Buck Formatic Unit.

Name _____
Care of _____
Address _____
City _____ Zone _____ State _____

NOW! They can buy Tide



NEW! Model 120-S Automatic Dispenser—capacity 120 cartons, with wall-mounted standard base. Cool-water blue enamel. Sturdy welded steel construction. 26" wide x 8" deep x 75" high.

NEW! Model 120-D Automatic Dispenser—capacity 120 cartons, with storage base for extra case (120 cartons). Cool-water blue enamel. Welded steel construction. 25" wide x 12" deep x 75" high.

right in your store!

(instead of bringing it from home)

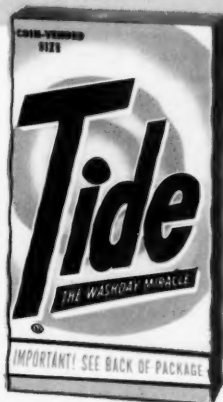
Nothing "sells" like Tide . . . nothing "profits" like Tide because your customers buy more Tide than the next 3 brands combined.

NEW COIN-VENDED TIDE

in Guaranteed
Automatic Dispensers

Tide's New Coin-Vended size is ample for either top- or front-loading washers; simply follow instructions on the box.

**KEEP TIDE HANDY
...KEEP PROFITS HIGH!**



A Product of
Procter & Gamble

ONLY COIN-VENDED TIDE BRINGS YOU THESE 7 BIG PROFIT ADVANTAGES

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- 2. Steady Profits**—Year after year, more women buy Tide than any other washday product.
- 3. Happy Customers**—Your customers know that the "cleanest clean there is is Tide-clean" . . . and Tide-clean washes will keep them coming back regularly!
- 4. Store Prestige**—Tide's tremendous nationwide popularity and acceptance will help make your store "neighborhood laundry headquarters."
- 5. Endorsed by Manufacturers**—Tide is endorsed by the automatic washer industry . . . 25 makers of automatic washers pack Tide inside their machines!
- 6. Powerful Advertising**—Tide backs you with the highest TV saturation of any washday product on the air . . . night and day your customers are reminded of Tide's superiority!
- 7. 1-Year Guarantee**—These dispensers, constructed of steel, are guaranteed by the manufacturer for 1 year against mechanical failure not caused by unusual abuse or vandalism . . . cost of parts and labor covered by manufacturer when machine is returned to factory.

MANAGER, Bulk Soap Sales Dept.
The Procter & Gamble Distributing Co.,
P. O. Box 599, Cincinnati 1, Ohio.

Please send me further information on Coin-Vended Tide and the new Vending Machines.

Name

Address

City State

NEW PRODUCTS and LITERATURE

Tide for Coin-Ops



Procter & Gamble has just announced that Tide is now available in a coin-vended size for coin-operated laundries. This new pack, the Tide 120's Coin-Vended Size, is packed 120 cartons to the case and retails for 10 cents per carton.

This is the first time that Tide, nationally known as a home washing product, has been available for vending in coin-operated laundries on a national basis. Advertising indicates that Tide is recommended by 25 leading home washer manufacturers who include Tide samples in their machines when shipped from the factory.

The Vend-Rite Manufacturing Company, 1536 N. Halsted

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

St., Chicago 22, Ill., is manufacturing the 120's Vending Machines for the sale of this new size Tide. All internal parts of the attractive vending machine are cadmium plated. It is equipped with an A.B.T. slug rejecter and has a locked coin box. The 120's Vending Machine holds a full case of Tide 120's.

Write the Bulk Soap Sales Department, The Procter & Gamble Distributing Company, P. O. Box 599, Cincinnati 1, Ohio, for information on Tide 120's Coin-Vended Size and the 120's Vending Machine.

Laundry Equipment Films

Two new black-and-white motion pictures with sound narration have been released by The American Laundry Machinery Company.

The first, "A Visit to General Linen Supply—Cascade Laundry, Brooklyn, New York," is 12 minutes long and features the plant's efficient flatwork finishing department with specialized handling of pieces. The film shows various types of flatwork being processed with American Laundry Machinery equipment.

"The Model-AF Trumatic Folder" is 6 minutes long, and demonstrates the versatility of the multilane folder. The film shows pillowcases, aprons, table tops and cloths, sheets, hair cloths and barber bibs being folded on the Model AF.

Showings of these pictures can be arranged without charge through any of the American Laundry Machinery Company's representatives or branch offices, or by writing to the Marketing Department of The American Laundry Machinery Co., Ross and Section Aves., Cincinnati 12, Ohio.

DeKalb Forward-van

The DeKalb Forward-van, said to incorporate new ideas in body protection, visibility,

dimensions and maintenance, has been announced by DeKalb Commercial Body Corporation.

The driver's compartment with new instrument panel, package shelf area, motor cover and other driver comfort features is coupled with head room of 72 inches and width of 78 inches for greater delivery efficiency.

The new truck also features a front crash rail, wrap-around front and rear bumper, 40 percent greater visibility, built-in dual rub rails and heavy gauge skirt, heavy gauge vertical grille protectors and recessed headlights.

Forward-van models are available in three sizes—8-foot, 10-foot and 12-foot lengths for all popular makes of forward control chassis.

For more information and literature write DeKalb Commercial Body Corporation, DeKalb, Ill.

New Angelica Models



Two new uniforms, one in nylon taffeta and the other in striped chambray and Monte cloth, have been introduced by Angelica Uniform Co.

The maker says sleek sophistication is the keynote of the nylon uniform which offers contemporary styling in sheath lines, Empire bodice, button-trimmed center panel and two deep slanted pockets. It is designed to fit most figures, is back-zippered for easy changing, and has a kick pleat for freedom of motion. The collar can be worn open or buttoned.

Designated Style No. 8452, this uniform comes with matching two-pocketed apron and bandeau in aqua, hunter green or white.

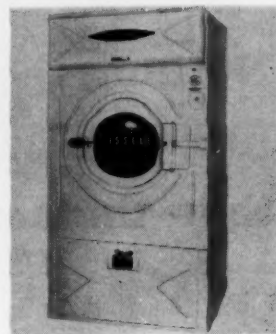
Angelica describes the other uniform as "jaunty." It features a shaped bodice, seven-gore skirt with two deep pockets in popular coat style. It comes with detachable bow for neckline accent, bow design band-

ette and separate two-way apron.

Style No. 8177, said to be popular with hotels and restaurants using linen service, comes in flamingo, aqua and brown.

For additional information write Angelica Uniform Co., 1427 Olive St., St. Louis, Mo.

New Cissell Units



A new air-operated offset press and a gas-fired coin-meter drier have been introduced by Cissell Manufacturing Company.

The drier, pictured, is available with built-in meters as well as attached meters. The coin slot on the built-in meter is located at a convenient height—58 inches above the floor. Additional features, now standard on the 36-by-30-inch driers, include an automatic air damper located in the drier duct. It remains open during the drying cycle to permit discharge of air; remains closed when the drier is not in operation. Another new feature is the all-metal lint trap with lower panel to facilitate cleaning.

The company also notes that the new driers have adjustable leveling bolts at each corner and a temperature-limiting thermostat to cut off gas if the heating unit temperature reaches 300° F.

The new offset press has floating power, is universally mounted and fully self-aligning, Cissell states. Other features are fingertip control and adjustable head pressure.

The press is available for either steam or central air vacuum. It requires a floor space of 29 by 62 inches with approximately 1½ boiler horsepower.

The company states that with the introduction of the new offset press it now offers equipment for a complete silk finishing unit.

For more information write W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville 1, Ky.

Continued on page 68

If it's still stained



it isn't really clean

TWO WILSON STAIN REMOVERS
YOU SHOULDN'T BE WITHOUT

TarGo®

Famous for effective, quick removal of all oily-base stains. Highly concentrated — a little goes a long way, does a big job.

YellowGo®

Time-proved favorite for safely removing dye stains of any color from any fabric. Costs only pennies per gallon of stripping solution.

House guests are due in a few minutes... hardly the time to find a stain on her best bedspread. She expected her laundry to be really *clean*—and to her that means *stain-free*. This customer's dissatisfaction could mean lost business, lost profits for you. But there's one sure way to avoid mishaps that stain your reputation. Use WILSON stain removers regularly. WILSON products are famous for quick, positive stain removal. You can even rely on them to break up hard-set stains, do it thoroughly and economically too. That's why modern laundrymen with a shrewd eye for profits swear by WILSON products.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

"Stain Removers are our only business"

Starchroom Editorial

Poly bags and the law

At this writing, the legislatures of 10 states and 15 cities are considering possible laws which will, in one way or another, restrict the use of polyethylene garment bags by our industry.

The State of Rhode Island has already passed a Plastic Bag Labeling Law which requires the words "Keep From Children—May Cause Suffocation" to be carried on all such bags. And a similar labeling law now applies in New York City.

If the number of accidental deaths attributed to plastic bags continues to rise, it's quite possible that similar acts will be introduced in areas that have not as yet had any such unfortunate experiences.

The question which naturally faces launderers and cleaners who are using plastic packaging materials is what to do about it.

The best answer we've heard so far was given by NID's Bill Browne at the West Virginia Launderers and Dry Cleaners convention. It was Mr. Browne's contention that giving up poly was the wrong approach to the problem.

On the other hand, he thought that plantowners should not oppose any legislation which might be proposed against its use. His reasoning here was that it is immoral to oppose anything which might save someone's life. The best approach, he believed, was to ask for more time to give the industry a chance to solve the problem by itself.

The records of deaths attributed to suffocation in polyethylene film for the first six months of 1959 show that more than half of the deaths involved drycleaning bags. Their size apparently prompted many parents to use them as mattress covers in baby's crib. So this is a problem peculiar to our industry. And one which we should be trusted to solve by ourselves.

We agree that a vast number of conflicting laws can only create more confusion and hurt a product that has been a tremendous aid in merchandizing drycleaning service during the past five years.

Once the problem is explained, most people readily realize that poly is no more dangerous than a hundred other items commonly found in the home. It is only dangerous in the hands of the young and when it is misused.

Down in Winston-Salem, North Carolina, a number of plantowners voluntarily stopped using poly because of a plastic-bag death in their city. (Actually, it was a shirt bag involved here.) But the customers have come in and asked for them in such numbers that some of the plants are going back to using poly. No law was passed there restricting its use.

Our industry can solve the problem if left on its own. Manufacturers will develop "safer" plastic bags which are thicker, perforated, corrugated, etc.

Plantowners can help by warning and educating the public of the potential dangers. And by requesting more time when the problem comes up before a law-making body.

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the **18**
minute
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available in
porcelain enamel,
inside and out —
Choice of five
colors or white.



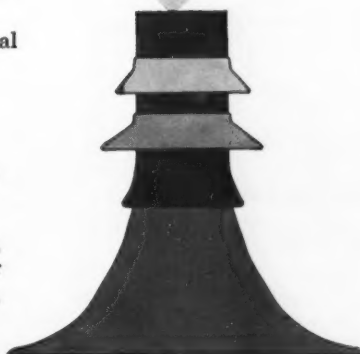
can
double
your volume!*

Fastest cycle of all means faster turnover,
more customers served with no increase in machine
investment or floor space. Frigidaire "Rapid-Dry"
spin cuts dryer expense. And automatic lint removal
saves time: no filters to clean. Interested?
Just call your nearest Frigidaire distributor
or District office. Or write to:
Dept. 420, Frigidaire Division, Dayton, Ohio.



3-RING "PUMP" AGITATOR gets clothes cleaner,
without beating. Customers can see the difference in their
clothes. And you'll see the difference in repeat business.

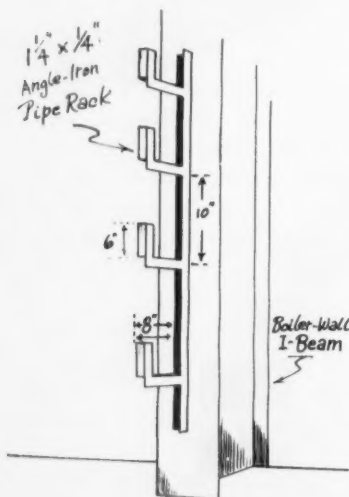
*Faster than all other coin-op washers, Frigidaire is almost twice as fast as most other makes.



Rhapsody in Bellew

A GOOD AND FAITHFUL reader of this column, according to Eli Birer, is Charles Stegmaier, plant engineer at the Hempstead Laundry in Hempstead, New York. From what my spies tell me Charley has dreamed up some real gone gadgets of his own. So now all I have to do is sit back and hope he'll send me an idea or two from the East Coast to pep up this tired old page.

Which reminds me I received a nice letter the other day from Forrest Neal, Jr., of Old Colony Laundries, Inc., in Quincy, Massachusetts. Some time ago I told of a plant in Denver that was using Mason-jar rubbers to hold the necks of drycleaning order hangers together so parts of the order wouldn't accidentally get mixed during delivery and wind up with the wrong owner. Forrest says they use a similar idea at their plant, but in this case it's a small fiber ring, and costs only \$5.40 per 1,000 from a packing company. They are more like washers than rings. They're 1 1/4 inches in diameter, 1/16 inch thick and 3/8 inch wide. Look like they'd never wear out. (Thanks for the note, Forrest.)

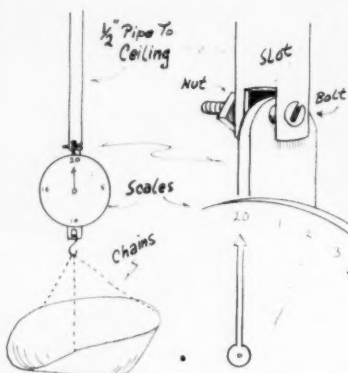


Pipe Storage Rack

A pipe storage rack at Nuway Laundry is a good example of how the plant engineer made good use of a lot of 1 1/4-by-3/4-inch angle-iron scrap. These racks have 6-inch pieces of angle iron welded in an upright

position at the ends of 8-inch pieces of the same metal that support the pipes. These 8-inch-wide "steps" are welded to a length of angle iron which is welded to the boiler-wall I-beam. Come to think of it, that upright section of angle iron to which the steps are welded was made out of 10-inch lengths of angle-iron scrap.

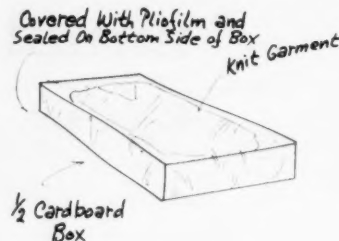
(For those of my friends who have their pencils in hand figuring how much these racks cost from the standpoint of an engineer's time, plus the materials used, I'd like to say the engineer did the work during his lunch hours and by coming in on his own day off. I'd like to say that . . . but I won't.)



Non-Swinging Scale

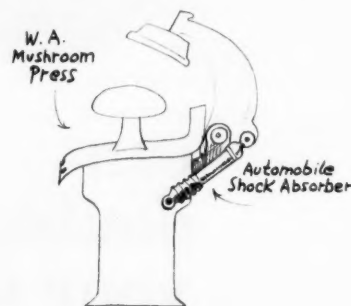
Saw this one in Jim Foasberg's laundry in Long Beach, California. His superintendent wanted to suspend a small set of scales from the ceiling for the marker to weigh the occasional throw rug brought to her by the routeman. But he didn't want the thing swinging around in everyone's way.

His solution was to suspend a length of 1/2-inch pipe from a floor flange mounted on a ceiling rafter. In the lower end of the pipe he cut a slot so the metal mounting on top of the scales would slip into it, drilled a hole through the pipe, and slipped a small bolt through the affair to hold it securely. He was very proud of this arrangement, and I believe that was the day he went to Jim and demanded an extra week vacation in order to fully recover from all the deep thinking the project called for.



Open-View Boxes

Here's how to save money on cardboard boxes and have a better looking package. One plant makes up a particularly attractive package for delivering knit garments by placing the folded garment in half a cardboard box. Then instead of putting a lid on it, they place a sheet of plicofilm over the top and seal the plicofilm on the bottom side of the box with a heated iron. I was surprised at how nice it turned out.



Press Shock Absorber

At the Elite Cleaners & Laundry in San Diego a while back, I saw how Orville Sauter had saved himself a lot of maintenance on an air-operated mushroom in his uniform finishing unit. The old arm-action shock absorber needed oil and adjustment every two weeks. So he replaced it with an automobile hydraulic shock absorber. It's called an airplane type and has a long cylinder. Best of all, it's permanently sealed and so there's no need to add fluid. It's guaranteed to last five years on an auto, so Orville figures it should last ten years on the press. So far it works perfectly . . . and no maintenance. □□

A Message To Professional Laundry Owners About **PROLAUN** The Professional Laundries' Shirt You've Heard So Much About

These shirts are available only to professional laundries and are really competitively priced to sell at \$2.79 with a profit to you.



This is the trade-mark label in the genuine and original shirt made to the specifications of Professional Laundry Owners by the Hayes Company. It is your guarantee of customer satisfaction.

For well over a year a group of professional laundrymen, all members of the Greater Louisville Laundry Owners Association, have been quietly developing a plan to counteract the loss of shirt laundry business due to the extensive promotion of "wash-and-wear."

The plan evolved from this basic idea is now complete. This plan is the *original* plan for the sale of white shirts devised and developed by the *original* group of professional laundry owners and sponsored by the Greater Louisville Laundry Owners Association: E. A. Mall, Chairman.

The plan involves strict quality specifications, and a trade mark (ProLaun) available *only to professional laundries* for the exclusive protection and growth of the industry with all the attendant promotion advantages. These shirts are priced to you to deliver profit and re-build your shirt laundering business rather than to provide profit to any individual shirtmaker.

The quality of "ProLaun" shirts is identical to shirts selling in stores at \$4.00-\$5.00.

Write at once for full details of *THE PLAN*, display aids and suggestions to:

PROFESSIONAL LAUNDRIES SHIRT PLAN

1529 South Third Street, Louisville, Kentucky

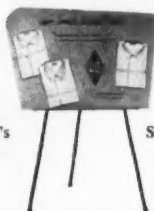
These sales aids immediately available.



Store banners like these



Routeman's sales kits



Store display stands showing actual shirts and styles



Bundle inserts

Remember this is the Plan that has taken over a year to develop by the original Professional Laundrymen's group in Louisville, Kentucky.

Honor Winner ★

PARADE OF PROGRESS

In 1945 Al and Jack Pichosky started a diaper laundry in a 30-by-40-foot shack with two 100-pound wooden washwheels. Their business flourished. They kept adding more equipment and, as they did so, pushed back the walls to give them more room.

Today, they have the largest diaper service operation in Canada and a new plant that is the pride of the community. They have 13 trucks, a staff of more than 50 employees, and their gross volume is in the neighborhood of \$400,000 per year.

The Pichosky brothers are staunch supporters of the Diaper Service Institute of America and have subscribed to *STARCHROOM LAUNDRY JOURNAL* for many years.

Modern equipment brings savings which Stork Diaper passes on to its customers. Business is booming because

The Price Is Right

By A. PICHOSKY

Stork Diaper Service Ltd., Toronto, Canada



OUR BUSINESS has increased about 300 percent during the past three years because we scrapped all our out-moded equipment and replaced it with the very latest machinery that money could buy. With increased production, reduced costs and a good class of work, we were able to give our customers something they wanted at a fair price. This brought them to us instead of our having to go to them.

[Stork charges \$2 per week for a standard order of seven dozen diapers, made in two separate deliveries in metropolitan Toronto.—EDITOR]

Not always so

During our school days, brother Jack and I watched our father put in long hours and hard work in his laundry business with very little compensation. We thought then that the business was not for us. But as the years rolled on we came to realize that the laundry business was just as good as any other—if you had the right equipment to work with.

We noticed the thousands of domestic washers and driers the appliance companies were selling to our prospective customers and came to understand why our father had to work so hard for so little. We decided that automation was the answer to the laundry problems of today and set out to do something about it.

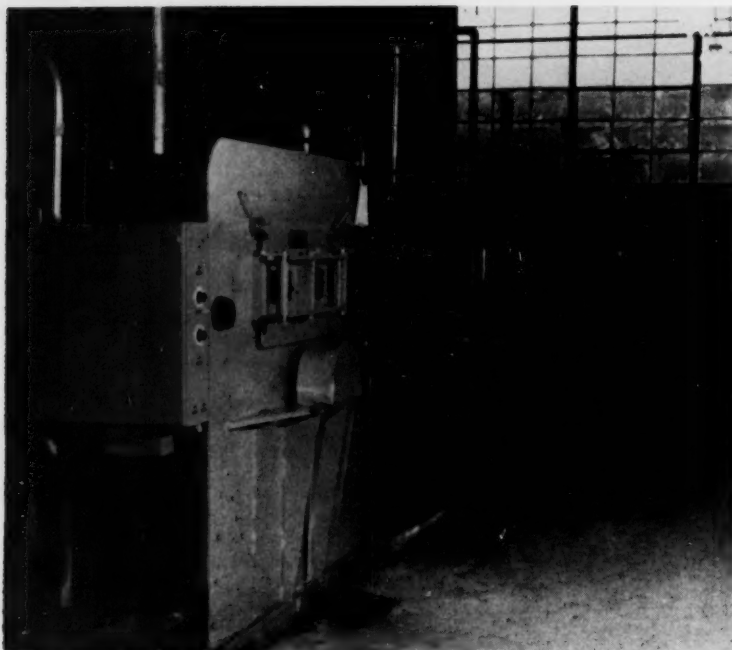
Four years ago, we scrapped all our

conventional equipment and replaced it with the very latest machinery available. Specifically, we cut our overhead by disposing of our eight conventional washwheels and three extractors. These 11 machines took up a lot of valuable floor space and, of course, each required individual attention. We installed four 200-pound combination washer-extractors which required only



Dried diapers are returned to customers' nets and tossed into overhead hopper. Diapers are then counted, folded and stacked on conveyor under hopper which carries them to wrapping station at left

Bird's-eye view of Canada's largest diaper plant shows production department with huge hopper paralleling a bank of twin-cylinder tumblers at right. The washing area is along the wall at top left



Washroom consists of four 375-pound washer-extractors which replaced four similar 200-pound units when increased volume forced move to newer, more spacious quarters

one-third of the floor space formerly used.

There were other savings, too. We enjoyed an approximately 60 percent saving in labor, 50 percent saving in water, 50 percent in supplies and 30 percent in fuel. On top of this we had dry floors.

After using these combination units for a period of 2½ years, we found that our business had increased so much that we needed more room and larger-capacity machines.

With very little funds and a lot of nerve, we moved to a larger building—by larger we mean one that was six times as big as the one we formerly had. The new building gives us about 16,300 square feet of space.

In the transition, we traded in our four 200-pound units for four 375-pound combination washer-extractor machines, thus boosting our capacity to 1,600 pounds of work per hour. We also improved our tumbler capacity by increasing the number of twin-cylinder units to twenty—a move which we have never regretted.

Another innovation was the installation of a huge hopper with a conveyor beneath it to carry the folded diapers to the packaging department. The bundles are tied automatically and placed in hand trucks ready for the salesmen to deliver.

Our production procedure is relatively simple. When a customer signs up for diaper service, she gets a laun-

dry net with a pin bearing the account number.

The route salesman picks up the soiled bundle, pins the net closed and turns in a multiple invoice which is filed alphabetically, numerically and by route number.

The nets then go to the washroom where they are given a 42-minute washing and drying in the combination washer-extractors. When this operation is completed, the nets are trucked to the drying department. The operator here unloads the nets, placing the contents of each into one pocket of the twin-cylinder tumblers for a 5-minute run.

The tumbled work is then returned to the net and the net tossed up into a giant hopper which spans a row of six folding tables.

The hopper is equipped with spring trap doors at each of the 12 folding stations which allows the operator to pull down one bundle at a time.

The operator inspects the diapers as she folds them, puts the net and pin on top, and places the work on the conveyor under the hopper. When it reaches the packaging station, it is wrapped and tied by an automatic tying machine. Then the finished bundle is placed in portable route bins to await delivery.

Answer to home competition

Our large combination washer-extractors do 1,600 pounds of work per hour. That represents a lot of diapers which the domestic appliance dealers will not be getting sales for. I believe that if all commercial laundries doing volume work could see their way clear to automate their plants, the domestic washing people would not enjoy the lucrative business that they have been enjoying in the past.

We, ourselves, are very pleased with our decision to modernize and know that it will pay off in a very short time. □□

LAUNDRY BUSINESS TRENDS

New York

five weeks ended

May 2—2.8% more than last year

M. R. Weiser & Co., New York

New Jersey

five weeks ended

May 2—0.2% more than last year

M. R. Weiser & Co., New York

New England

May 2—1.4% less than last year

May 9—2.3% more than last year

May 16—2.0% more than last year

May 23—3.4% more than last year

May 30—2.3% more than last year

Carruthers & Co., Boston

Southeast

Apr.—4.0%—more than last year

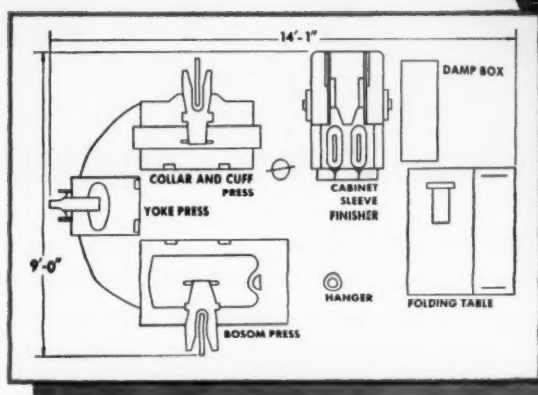
J. R. Wilson & Co., Atlanta

You Progress, Produce, and Profit More with Prosperity

HIGHEST RATE OF PROFIT

PER SQUARE FEET OF FLOOR SPACE . . .

PER DOLLAR OF INVESTMENT!



The PROSPERITY Advanced Standard 2-Girl SHIRT FINISHING UNIT

a low-cost, compactly organized system, perfectly balanced
and timed for smooth two-girl high production operation

- One-lay Cabinet Sleeve Finisher saves time, eliminates waiting on part of either operator.
- Up to 20% increase in production over other units equipped with 2-lay sleeve press.
- Beautiful, lustrous all-over finish with formed and rounded sleeves that

greatly improve appearance of the finished shirt.

- Easy to train operators.

SEND TODAY for complete information on the *Advanced Standard 2-Girl Shirt Finishing Unit*. Find out how minimum space, and minimum investment can produce maximum profits!

The **PROSPERITY** [®] *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES



WHITEHOUSE NEW

Here's the biggest

Whitehouse announces *two brand new nets*
PLUS important modifications and im-
provements on two old favorites.

New THOR features economy

The sensational new THOR net is modestly priced, but it offers a surprisingly sturdy all 260 denier knitted body that will not snag or ravel. THOR features an open mesh knit top, available in colors and in white for easy identification. The open mesh is ideal for pinning. Low shrinkage is another THOR "plus."

TITAN is king of the heavyweights

Here's the toughest knit net we've ever tested in our laboratories. The new TITAN is a real heavyweight—designed to give you

WHITEHOUSE

360 Furman Street

CONTINUED LEADERSHIP THROUGH

BLASTS OFF WITH NET NEWS

and best net news in years!

positively *maximum* service. This all 260 denier product comes in a full range of color and sizes. And its hole size is such that it will not catch on hooks or permit passage of small pieces.

Improved ROK-RIB actually costs less

The famous ROK-RIB is now better than ever! This all-woven 2 x 6 rib construction masterpiece has long been noted for its exceptional wearing qualities. Now new ROK-RIB offers you an even better balance in its design. It's available in a complete range of sizes and colors in woven stripes; full lock-stitched seams mean trouble-free performance for you. AND—last but not least—new ROK-RIB actually costs *less* than its famous namesake!

New DIAMOND net 15% heavier

Final item on the Whitehouse net "Hit Parade" is the new medium-weight, all-knit DIAMOND. It's 15% heavier than the popular DIAMOND product introduced five years ago BUT its price is actually lower. The new DIAMOND has a smaller hole size than before; it's all 260 denier construction, comes in a full range of sizes and solid colors.

Which net can save YOU the most?

The new Whitehouse net line is designed to set new standards for the laundry industry—to make possible savings and efficiency never before possible with the older nets. So take your choice, but remember this—there are real savings for you built into the design of these new nets. Try all four! See which one can save you the most.

NYLON PRODUCTS, INC.

Brooklyn 1, New York

CONSTANT RESEARCH"



What the Customer Wants in a Shirt

Sales points for
professional launderers offering
dress shirts for rent and sale

By HENRY MOZDZER



Shirt displays in the call office and sample shirts for route salesmen to show to prospective customers are a must. But don't let it stop there. You've got to prove that you know shirts and are providing the best possible

THE INDUSTRY'S newly revived interest in shirt sale and shirt rental programs is an encouraging sign of the times.

It shows that laundrymen are alive to the opportunities around them and confident of their own ability to put these programs over.

There is a distinct possibility, however, that the plantowner may become so enmeshed in the mechanical details of a plan that he will forget to pay sufficient attention to the product itself. This could be a fatal failing for any plan, no matter how well devised.

The average customer doesn't know half as much about shirts as the average laundryman. But he knows what he wants when he sets about buying one.

The smart shirt retailers know this. They also know if they can provide some common-sense answers to the consumer's questions, they'll make the sale.

There are many customers who buy the same name-brand shirt time after time and are perfectly satisfied.

There are others who need a bit more information to back up their decision to buy. They are confused by the countless varieties of shirts that are available today. And they've been stung buying some that gave them less than they expected in style, fit and wearing qualities. These customers are

Continued on page 24

Here's SWIFT'S GRIME BUSTING COMBINATION

... designed to help you make short work of

HEAVY SOILS ...

GREASY COVERALLS.

OILY OVERALLS,

EVEN SOILED WIPING RAGS

COME CLEAN BECAUSE ...

THE WORKIN'EST CLOTHES

RESPOND WHEN YOU

USE SWIFT'S NEW

HEAVYWEIGHT TEAM



Ask your Swift's man to show you how Swift's Solar and Flexo can help you make light of the heaviest load of the *workin'est* clothes. Write for details on a trial order, today. SWIFT & COMPANY, Soap Dept., 4115 Packers Ave., Chicago 9, Ill.

*To Serve
Your Industry Better*

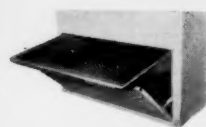
THERE IS A BIG DIFFERENCE IN DRYERS...

feature
for
feature
there's no
finer dryer



ONLY 58" FROM
BOTTOM OF DRYER
TO COIN SLOT

...we invite
comparison



ALL METAL LINT TRAP

Built for a life time.
Lower panel tilts open
providing access to per-
forated lint drawer. No
stooping to clean. No
cloth to break, replace
or burn. Clean in 10
seconds.

for "round-the-clock" operation ...you can depend on CISSELL

This is the day of the coin-meter store! More wash-at-home housewives are being converted to this out-side laundry service every day. Join the trend! But make sure you have the right equipment to do the job *right*. Cissell 36" x 30" Gas-Fired Coin-Meter Dryers will mean *more* to you... they bring back customers... make new ones, too!

.... *it's what's inside that counts!*

**ALL NEW
HEATING UNIT**



Gas burners totally enclosed . . . Orifices quickly adjustable to meet any gas pressure. Hinged, solid front cover, latches in closed position.

LARGE WIRING DUCT

**TEMPERATURE
REGULATING
THERMOSTAT**

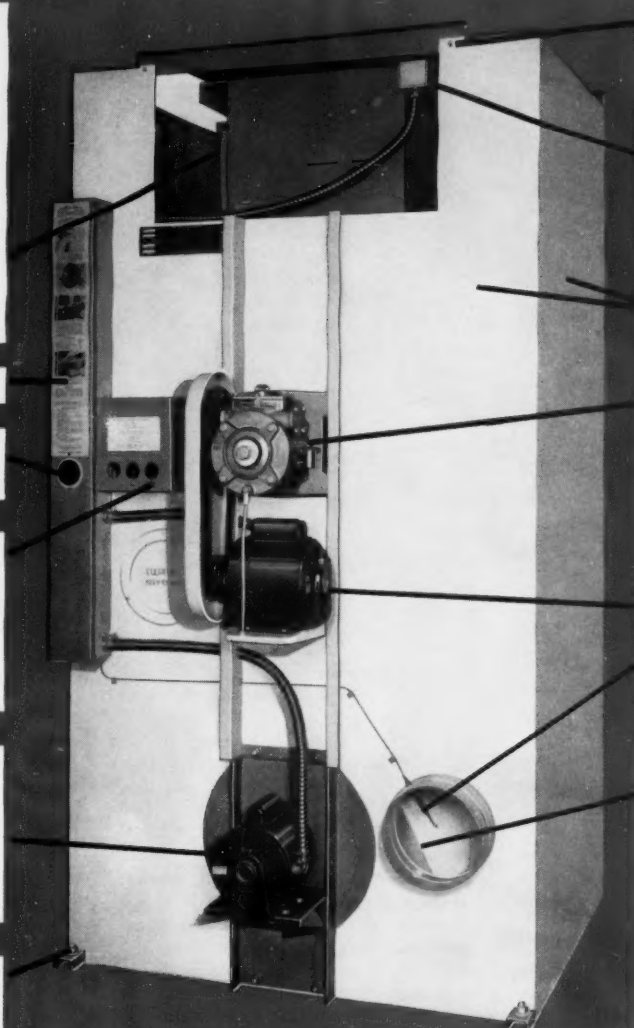
AIR SWITCH

Guards operation. Cuts off gas when: door or lint trap panel is opened, fan motor stops or lint trap needs cleaning, exhaust duct is obstructed or incorrectly installed.

FAN MOTOR

Continues to operate during drying cycle when basket motor is stopped. No hot air blasts! Keeps dryer area comfortable during loading and unloading.

**ADJUSTABLE
LEVELING BOLTS
AT EACH CORNER**



**TOP INSULATING WALL
NEVER EXCEEDS 120° F.**

**TEMPERATURE
LIMITING THERMOSTAT**

Thermostat cuts off gas when temperature of heating unit reaches 300° F.

**EXTENDED SIDE
AND REAR WALLS**

**CISSELL-BUILT
GEAR REDUCER**

For precision control of each part. Gears rotate on Timken Tapered Roller Bearings in a bath of oil . . . case holds 6 month oil supply.

BASKET MOTOR

**TEMPERATURE
SENSITIVE BULB**

AUTOMATIC AIR DAMPER

Open during drying cycle to permit discharge of air. Closed (illustrated) when dryer is not in operation. Prevents down draft of cold air into room when dryer is not in operation. Prevents back draft from exhaust duct when other dryers in battery are operating . . . no lint blown through dryer into heating unit or room.

as quiet as a whisper . . . no chains or noisy moving parts. Known throughout the industry for its double wall construction, big no-sag basket, easy maintenance (all parts quickly accessible—basket can be removed in just one minute.) Available with Built-In or Attached Coin-Meter. (Built-In Meter illustrated.) Fan and basket motors equipped with built-in Thermal Overload Protection. Check. Compare!

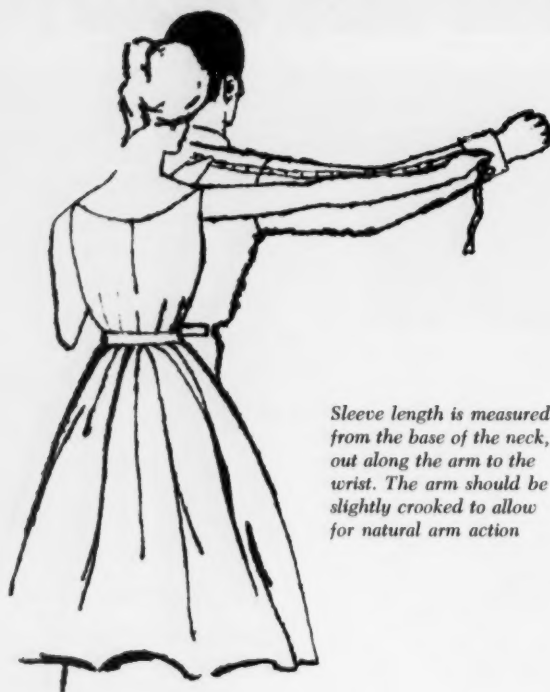
Consult Your Jobber

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

Foreign Distributors write Export Dept.—Cable Code "CISSELL".

CISSELL
COIN-METER DRYERS



Sleeve length is measured from the base of the neck, out along the arm to the wrist. The arm should be slightly crooked to allow for natural arm action

Continued from page 20
more careful buyers. They want specific information and they want to get what they ask for.

What do prospective customers look for in deciding which shirt to buy?

Retailers' surveys show that approximately 90 percent of the appearance of a shirt depends on the collar. That's the part that shows above the jacket opening, the first thing everyone looks at.

1. Collars: Show the customer the collar points are evenly matched. And point out some of the special tailoring features that insure a good fit and good looks.

For example, you might explain how the collars are designed and shaped to remain flat and comfortable without binding or bulging. How the collar fabric is stronger and more closely woven than the body. Or how the collars are shrunk to an exact size which insures their remaining the same size throughout the life of the shirt.

And be able to recommend a collar or shirt style which will compliment a customer's features. The *long-point* is best for broad faces and short necks; the *widespread* looks well on long, lean men; the *regular* is most popular and adaptable for all faces; the *button-down* is a favorite on college campus and for those who would look casual and youthful.

2. Shirt shape: Well up on the list of customer dislikes is the ill-fitting shirt that bunches at the waistline, binds at the shoulder or bags at the arms. That's because the ordinary shirts are cut square. Lay one out flat and you'll see the straight sides and the straight line across the shoulders.

Point out the natural body taper in the shirts you are selling or renting to show how they are cut wide at the shoulders and narrower at the waist, and have long tails. Show how the shoulders slope to fit the natural contour of the upper body. Also point out the action-cut shoulder panel and the deep armholes that are tailored to give freedom and comfort.

3. Sleeves: As far as the sleeves are concerned, there are still many men who do not realize that they come in various arm lengths. A shirt cuff should show about half an inch below the coat sleeve.

If a customer is not sure of his sleeve size, here's how to check it. Have him hold his arm straight out from his body with the elbow slightly flexed. Then measure from the base of the neck out along the outer arm to the wrist. The average length is between 32 and 35 inches.

Point out the cuff style whether it's French, barrel or convertible.

4. Buttons: Few things are more irri-

tating to a customer than poorly sewed on buttons. Demonstrate how firmly they are anchored to your shirts by giving them a tug. Tell him what they are made of and how they resist chipping and heat.

Also have the customer examine the buttonholes themselves, noting that the closeness and firmness of the stitches used in finishing resist fraying out after long wear and repeated launderings.

5. Workmanship: Don't overlook the quality of the cloth and the general workmanship.

Be able to tell the customer the thread count if he asks for it. And point out the advantages of cotton—particularly how durable it is and how it "breathes," absorbs perspiration. And how it's treated so that it will never shrink.

Double-check the stitching along the edges of the cuffs or along the front panel. Point out that if the stitches are far apart, they will tend to gather and bunch up when the shirt is laundered. Closely spaced stitches, on the other hand, increase durability in wearing and washing.

If you are selling dress shirts under your own label, you might make a side-by-side comparison with a shirt with which the customer is most familiar. But don't give the other shirt the edge by displaying it in its original package unless your own shirt package is as good if not better. A package not only protects a shirt but enhances its appearance. It is definitely an important feature in selling today's consumers.

Once you have convinced your prospect that you know shirts and are giving him what he really wants, then he's more receptive to any shirt plan you may have to offer.

The important thing is to gain his confidence by knowing your product and the sales points that will appeal to him.

Win his confidence; be his expert. And he'll be your shirt customer. □□

THERMOTEX

is a major roll in improving quality!



**THERMOTEX
ACROTEX**

THERMOTEX cover cloth wears twice as long as other cover cloths...means less time and labor required, longer life for padding. Infrequent changes mean more savings for you!

Best of all, THERMOTEX increases production on your presses because of its faster-drying, heat-conducting qualities. It will not slip or shrink...needs no breaking-in period...is available in rolls at a savings.

Eliminate the need for ready-made covers! Write today for the full THERMOTEX story. In every step of your operation, KOHNSTAMM has developed new methods and materials to make your work easier and better.

Have you tried the new long-wearing, anti-static cover cloth ACROTEX for your flatwork ironers?

Established 1851



H. Kohnstamm & Co., Inc.

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CANADIAN DISTRIBUTOR: G. A. Hardie & Co., 1093 Queen St. W., Toronto 3, Canada

If They Can't Park, They Won't Stop



Anchor Laundry's brand new drive-through runs through the center of what was formerly a movie house. Providing off-the-street parking for patrons helped increase sales 10 percent during first month of operation



Drive-through closeup shows Anchor's enlarged call office and parking area immediately behind it. Motor-driven overhead doors at each end of building seal off driveway after closing

By **HARRY YEATES**

Here's how an imaginative plantowner solved this modern-day problem

PARKING used to be a problem for cash-and-carry customers who wanted to do business at Anchor Laundry's main plant in Minneapolis, Minnesota.

Anchor is located on a busy thoroughfare directly across the street from a supermarket. Even during "quiet" hours, it was tough to get a space near the plant.

Plantowner Bill Hirsch was well
Continued on page 30

INTRODUCING...

Troy[®] WX combination washers- extractors

available in 3 capacities
100 Lbs. 200 Lbs. 375 Lbs.



**All these new combinations... and
only Troy combos...offer you all these design features:**

- **NEW METHOD** of extraction to reduce vibration and wear on moving parts.
- **CHART TYPE CONTROL** which automatically puts machine through *complete* WASH-EXTRACT cycle in less time than the usual washing cycle alone.
- **SHAKEOUT PERIOD** at the end of cycles to further reduce moisture content and cool loads so they can be handled immediately.
- **RIBBED, STAINLESS-STEEL CYLINDER** — divided into two compartments on 100 lb. model and into three compartments on larger units to assure proper load balance that extends machine life.
- **FIVE SAFETY DEVICES**, more than any other combination, to prevent accidents when the machine is operating and to automatically stop the machine if it is unevenly loaded.

MAIL COUPON FOR FREE FACTS

Troy[®] LAUNDRY MACHINERY
Division of
American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

TROY LAUNDRY MACHINERY, Dept. SLJ-759
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

Please send me bulletin describing the new TROY WX Combinations.

COMPANY _____

ADDRESS _____

CITY & ZONE _____

STATE _____

ATTENTION MR. _____

**COMING IN
OCTOBER**

The Greatest Issue of Any Magazine . . .

Published for the Laundry Industry

STARCHROOM LAUNDRY Journal's

1959 GUIDEBOOK

FEATURING

1. How to sell the TEEN-AGE MARKET

—Key to a Bright Industry Future

UNDER the right kind of specialized influence, your community's teen-agers—thousands of them—can be your strongest allies in selling more laundry services to the buying public.

It figures, for when today's teen-agers speak, whole families listen. And when teen-agers speak in favor of professional laundry services, *your services*, recommending them to their elders, the majority get their way.

YES, there are exciting facts on the market you can build NOW for TOMORROW. For example, did you know

that, in numbers, teen-agers are a consumer class growing four times faster than the remainder of the population? that 50% of all teen-age girls marry within one year after graduation from high school? that another 25% will marry the second year?

The *Journal's 1959 Guidebook* will lift the curtain on this vital, teen-age, potential sales force . . . will show you how to mobilize it . . . and how to get the story of your professional laundry services accepted and retold to thousands of families who are not now taking advantage of those services.

PLUS OTHER PRACTICAL FEATURES



In this big Guidebook issue: a completely packaged, illustrated, specific plan for

- ▶ addressing and influencing students in your local home economics classes
- ▶ addressing and influencing students in other high school classes
- ▶ conducting plant tours for all these students and the members of other youth groups
- ▶ actively participating in student's Vocational Guidance sessions
- ▶ staging special, tailor-made promotions with your schools' athletic and other departments
- ▶ telling your story effectively through newspaper advertising, radio and TV . . . with sample advertisements and scripts based specifically on youth-appeal!

Added to what it can do in building *immediate business*, **HOW TO SELL THE TEEN-AGE MARKET** will be your plan of action—for use **NOW**—in selling your services (and keeping them sold) to the brides and home-makers of tomorrow and the years ahead!



2.

YOUR LAUNDRY TRUCK BUYING GUIDE—this new service feature, added to the *Guidebook* this year, will bring you up-to-the-minute information on the 1960 models—sizes, capacities and other factors to help you buy the kind of trucks that fill your particular operating requirements. (Includes an informative section on truck maintenance tips!)

3.

YOUR COMPLETE BUYERS' DIRECTORY—listing over 15,000 items in

The Classified Directory—all kinds of laundry equipment and supplies, with the manufacturer of each

The Trade Name Directory—alphabetical listing of trade name products

The Manufacturers' Directory—alphabetical listing of manufacturers' home office addresses

The Local Buyers' Guide—geographical listing of manufacturers' branch offices, distributors and jobbers, arranged by states and cities

4.

YOUR OPERATING GUIDE—page after page of charts, graphs and tabulated information covering all phases of laundry plant operation and production—a ready source of current reference material for day-in, day-out use

All this in the JOURNAL'S

1959 GUIDEBOOK

**THE FIELD'S ONLY
GUIDEBOOK ISSUE!**

Starchroom Laundry Journal

First in the Laundry Industry Since 1893

305 East 45th Street, New York 17, N. Y. OREGON 9-4000

A REUBEN H. DONNELLEY PUBLICATION

THE 1959 GUIDEBOOK . . .
in subscribers' hands before they leave home for the Canadian Cleaners and Launderers Allied Trades Association's Convention in Toronto, October 22-24. In the issue: plan of the exhibit floor, lists of exhibitors, the convention program!



New call office makes use of all the latest building materials. Customers may gain entrance from street side as well as from indoor parking area. Tuxedo rental store is across driveway at rear

Continued from page 26
aware of the problem and over the years had established a number of drive-in branch stores around the city to keep his volume growing. But there wasn't anything he could do to im-

prove the parking situation around the plant proper.

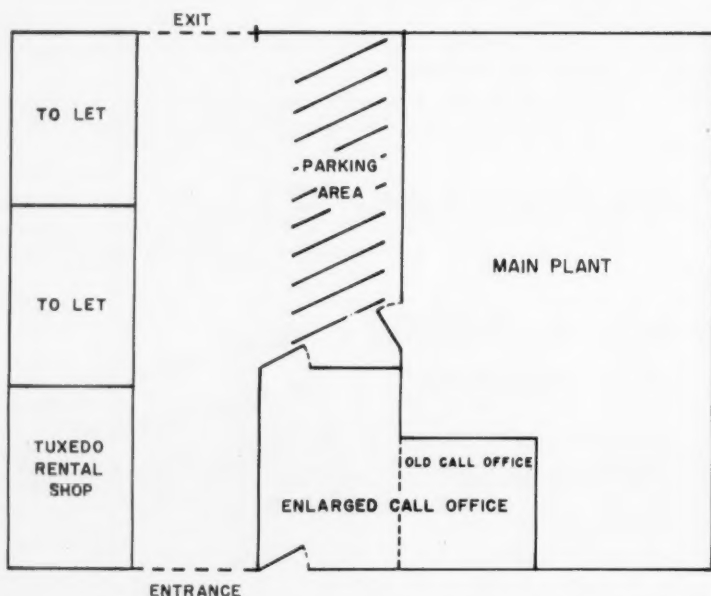
A few months ago, however, an opportunity presented itself and Mr. Hirsch was quick to recognize it as such.

The building next door to his plant housed the neighborhood theater. When it closed its doors recently, Mr. Hirsch had imagination enough to picture the empty seats as empty parking space for drive-in customers. He purchased the property for \$50,000.

This was only the beginning, of course, since the property had to be converted and adapted for its new use. As it developed, Mr. Hirsch drew his final plans for the new property with these three objectives in mind:

1. His first objective was to provide badly needed off-the-street parking facilities for the plant's customers.
2. He also wanted to expand his call office and make more room for storing finished work.
3. Lastly, he felt that some of the newly acquired space could be used to provide additional income which would help pay off his investment.

The plans called for dividing the old 48-by-165-foot theater into three sections running the length of the building. One third was set aside for



Floor plan illustrates how the old theater building was divided to make room for parking, call office and rental stores. The plant produces a volume of around \$10,000 per week—the bulk of it in laundry

a row of small stores; the center third was given over to the driveway, and the remaining third included the extended call office with parking space for nine cars immediately behind it. Since the theater backed on to another street, it was a relatively simple matter to put a door at the rear and convert the property to a drive-through.

The conversion involved stripping the interior, installing a concrete floor, putting a facade on the building to match the Anchor plant, etc. This work cost an additional \$40,000 to \$50,000.

Ads help main plant, too

Anchor Laundry's brand new drive-through was ready just before Christmas. Opening in the dead of winter, so to speak, Mr. Hirsch decided to skip the open house type of promotion and concentrated instead on advertising. Full-page ads and radio spots announced the plant's new features and the fact that the 10 percent cash-and-carry discount policy would apply to the main plant. (Up until this time, only the four drive-in branch stores operated under this discount policy.)

By the end of the first month of op-

eration, Mr. Hirsch was pleased to see that counter sales at the main plant were 10 percent better than for a similar period the year before.

Appeal to women

The drive-through idea seems to appeal to women. The 16-foot-wide driveway is big enough for them to maneuver in and angle parking inside the building is also appreciated. The fact that the drive-through is enclosed also protects customers in bad weather.

The walls of the drive-through were painted bright yellow and rows of lights in the ceiling also help to brighten the interior. A special entranceway was also built to connect the new call office with the indoor parking area.

Mr. Hirsch has considered the possibility of putting in a window-tray and/or making use of carhops in the drive-through. But as it stands, the present park-and-shop arrangement is working out satisfactorily.

One of the three stores set aside to provide additional income has already been leased to a tuxedo rental company. While Anchor doesn't do any cleaning work for the firm, the mere

fact that it's there helps to establish the block as a sort of "textile service center" which, of course, helps both businesses.

The other two stores should be ready in the near future. The only restriction Mr. Hirsch makes is that the new businesses going in there should not be of the type that will tie up the inside of the parking space for any length of time.

Anchor's call office is now twice the size it used to be since its expansion. Wood paneling is featured on the walls and acoustical tile on the ceiling. Movable counters of pink-and-white Formica plus asphalt tile flooring add a pleasing touch. And even pink telephones were added to harmonize with the surroundings.

Double-tier storage racks in the call office match those of the tuxedo rental firm across the driveway—a small touch that creates unity. The supporting rods can be raised or lowered to hold either 36- or 54-inch garment bags. Adjustable racks and wooden bins are used for storing shirt bundles.

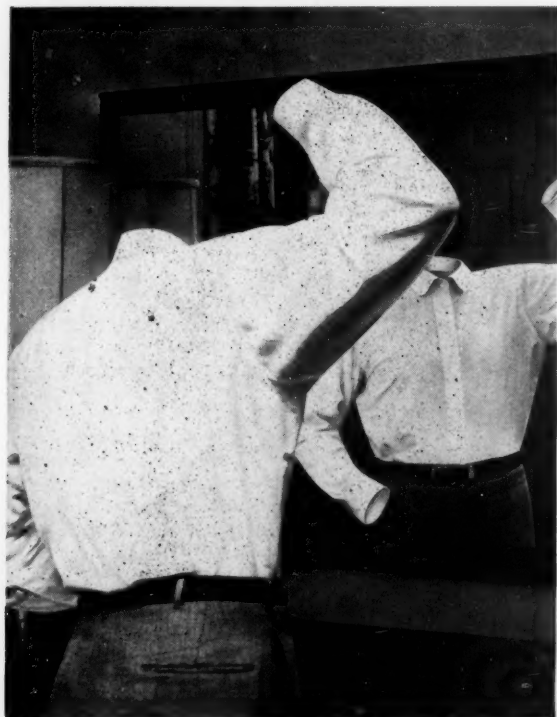
Thanks to a spark of imagination, Anchor Laundry not only got its much needed parking space but a larger, more profitable call office and an additional source of revenue as well. □

"Best time I ever had at a laundry — they use 24-K Press Padding

by JOMAC!"

Golden 24-K on your bucks makes a big difference in the kind of work you can turn out . . . a sure way to build repeat business. Its loop pile gives extra absorbency, "imbeddability," scorch resistance, and long life. Guaranteed to outlast double-faced flannel or your money back. Write today for the name of the 24-K distributor nearest you. Address Jomac Inc., Philadelphia 38, Pa., Dept. I.

Regular Jomac "54" and "33" also available, if preferred



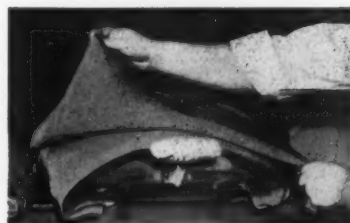
NO
BROKEN
BUTTONS



NO
CROW'S-FEET



NO
WRINKLES



"Bucks never had it so good"



24-K PRESS PADDING

by JOMAC

IMPORTANT—WARNING TO PARENTS

Plastic film bags are supplied for protection of your garments after cleaning and pressing. BUT—THESE BAGS SHOULD BE KEPT AWAY FROM CHILDREN. DON'T PERMIT SMALL CHILDREN TO PLAY WITH PLASTIC FILM WRAPPINGS. DO NOT USE THEM AS COVERING FOR PILLOWS AND MATTRESSES IN BABY CARRIAGES, PLAYPENS AND CRIBS.

Thin film can cause suffocation if brought into contact with a child's face.

Just as you don't permit children to play with matches, sharp objects or medicine, take away plastic film wrappings from them. Destroy film wrappings when they have served their purpose.

*Published in the Public Interest by
THE SOCIETY OF THE PLASTICS INDUSTRY, INC.*

Warning placard distributed to thousands of launderers and drycleaners for display in stores is part of educational campaign against misuse of plastic film bags

Drive Launched on Plastic Bag Use

National campaign warns public of dangers from misuse



Don't do this, says Society of the Plastics Industry, depicting potential hazard from misuse of plastic garment bags. Though this may protect crib mattress from "accidents," it could lead to infant suffocation

AN INTENSIVE CAMPAIGN aimed at educating the public in the proper use of plastic bags was launched last month in the wake of a rising death toll of young children resulting from the misuse of these garment and food coverings. The plastics industry and various national health and civic groups are cooperating in the drive.

Spearheading the campaign is The Society of the Plastics Industry, Inc., which set up a continuing educational program to assist newspapers, magazines, radio and television to keep the public informed on the proper use of plastic bags. The initial advertisement appeared as a full page in 117 newspapers in the country's 100 top markets, to be followed by weekly advertisements of up to a half-page in size.

The radio coverage, which includes foreign-language stations, involves both network and selected local stations in a total of 180 cities. One-minute taped messages are being used on radio.

In addition to this advertising, more than two million copies of the pamphlet "Helpful Hints to Parents on the Correct Use of Plastic Film" have already been distributed throughout the United States. Free copies are available from the Society of the Plastics Industry, 250 Park Ave., New York 17, N. Y. The organization has also distributed store display placards to over 8,000 launderers and drycleaners warning customers of the potential dangers involved in the misuse of plastic garment bags.

Kicking off the program, Dr. James L. Goddard of the U. S. Department of Health, Education and Welfare cited figures on causes of the nearly 15,000 accidental deaths each year to children under 15 years of age. For children under one year of age suffocation and choking are the most frequently reported cause, with a reported 1,500 children dying from this cause alone.

Government figures for the first six months of 1959 show a total of 44 deaths in this age group (under one year) attributed to plastic suffocation out of a total of 59 deaths attributed to plastic film. Thirty-eight of the victims were reported as infants under six months old. Seven of the reported total of 59 deaths were listed as suicides.

Garment bags chief culprits

It was indicated that, unlike the heavier-gauge plastic, the size and thinness used for drycleaning garment bags, particularly, are more hazardous in connection with children. The campaign emphasizes that these thin plastic bags should never be used as makeshift covers in cribs, playpens, baby carriages, mattresses or upholstery, and should never be given to children for playthings. The Society urges that the bags should be kept out of reach of small children and, once they have served their purpose, should be torn or tied into knots and thrown away.

Cooperating with the plastics industry in this program are the American Academy of Pediatrics, American Academy of General Practice, U. S. Department of Health, Education and Welfare, National Safety Council and the General Federation of Women's Clubs. □□

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SIZE



exactly
**what you have
been
waiting
for...**



VEND-MASTER
dispensers
and
LAUNDRY MAID
products

Now in 5^c and 10^c sizes

10^c
SIZE



nickel size

VEND-MASTER

mean MORE

COIN-

Ideal For

**SELF-SERVICE
LAUNDRIES**

**COLLEGE
DORMITORIES**



Sales mount into huge profits with the placement of these brand-new 5c Vend-Master dispensers. These are the new 5c 120 package capacity machines your customers have asked about . . . the dispensers that vend the popular New Laundry Maid products in the one-wash-load sizes.

Now available for the New nickel Vend-Master dispensers . . . the new one-wash-load 5c packages of Laundry Maid Detergent, Dry Bleach, and Instant Starch. The quality of these Laundry Maid products is unsurpassed, as proven by the thousands of women using them daily.

LAUNDRY MAID Starch, Dry Bleach



5c PACKAGES

New 5c package vends from most envelope package or 'candy type' dispensers.

or dime size

DISPENSERS

PROFIT for

-OPS

Placement In

APARTMENT
HOUSES

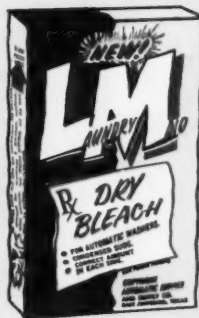
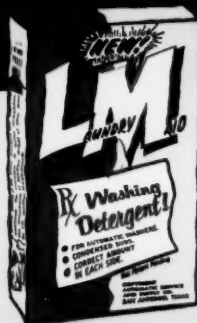
•
TRAILER
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•
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and Washing Detergent

10¢
PACKAGES



The opportunity for growth, profit and repeat profits is unlimited with this outstanding trio of dispensers. Sturdily constructed for trouble-free operation, yet, streamlined, compact and eye appealing. Easy to use. Women all over the country are voicing their approval for the convenience these machines render and the high quality Laundry Maid products they vend.

- New friction-free vend
- New cadmium plated parts
- New stainless steel springs
- Wall-mounted—saves floor space
- Beautiful baked enamel finish

Now you can offer your customers the highest quality Washing Detergent, Dry Bleach and Instant Starch, all by Laundry Maid. The nation-wide acceptance of Laundry Maid products is phenomenal, and self-service laundry operators everywhere are singing the praises of these washing products in terms of high, repeat profits and customer satisfaction.

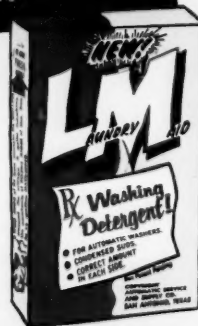
FOR FURTHER INFORMATION - MAIL COUPON ON FOLLOWING PAGE

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EASE OF OPERATION AND
CUSTOMER SATISFACTION!**



CUSTOMER SATISFACTION IS THE BIGGEST

'MUST FACTOR'

FOR REPEAT SALES AND CONTINUED PROFITS!

Put the **MUST FACTOR** in your business with
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products.

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SOLD COAST TO COAST through distributors

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AUTOMATIC SERVICE & SUPPLY CO., INC.

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☐ 10c Size

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COMPANY _____

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CITY _____ STATE _____



INTRODUCTION: **OPEN-AIR COIN-OPS**

TAKING ADVANTAGE OF the subtropical climate, Floridians have added a new chapter to the history of coin-operated laundries which could be entitled "The Open-Air Plant."

Of the 60 coin-ops in the Orlando area alone, just about half are of the open-air drive-in variety. As the name implies, these open-air plants are open to the elements on one, two or even three sides. There are no doors or windows to contend with. And only the lavatories and utility rooms are enclosed. The effect is the same as doing one's laundry on the patio.

The simplicity of building design reduces construction costs to a minimum and eliminates many of the ventilation problems experienced by closed-in plants. On the other hand, the outdoor setup raises a few problems with which the former are not overly concerned.

The open-air operators, for example, are more conscious of bugs and flying insects. They equip their fluorescent fixtures with yellow tubes which hold no fascination for flying pests. Some also use a novel device called an "insectocutor" to kill the insects in the area. (The

insectocutor operates on ordinary household electrical current. The insects, in this case, are drawn to a blue light set behind a metal grill. The grill is charged with just enough electricity to burn up the bugs as fast as they fly into it.)

Another peculiarity of the open-air coin-ops in this area is the scarcity of vending machines. There may be a soda machine but very little else. There is even a noticeable lack of coin-changing machines on the premises. Rather than set temptation in anyone's way, the operators prefer to use signs referring the patron to some nearby store. The merchant obliges because many buy something in the course of making change.

The open-air plants are equipped with a wide variety of washers and driers arranged in more or less conventional manner. The chief difference is in the building itself which lacks at least one wall.

A couple of the not-so-typical or familiar arrangements are described in the stories on the following pages, one a basic and the other a de luxe installation.

Rear view of building shows bottled-gas line-up and low retaining wall which baffles hot air coming from tumbler exhaust stacks. This building cost \$2,500 to construct



Front view of the St. Cloud drive-in coin-op shows simplest setup, with plant exposed to the elements on two sides. Sliding walls might be used to adapt building for Northern climes



Interior view shows arrangement of processing equipment against longest wall. Note tables between washer-rinse-extractor units which give added, more pleasing dimensions to washer line

A BASIC SETUP

Florida-self service plants are moving outdoors with trend to casual living

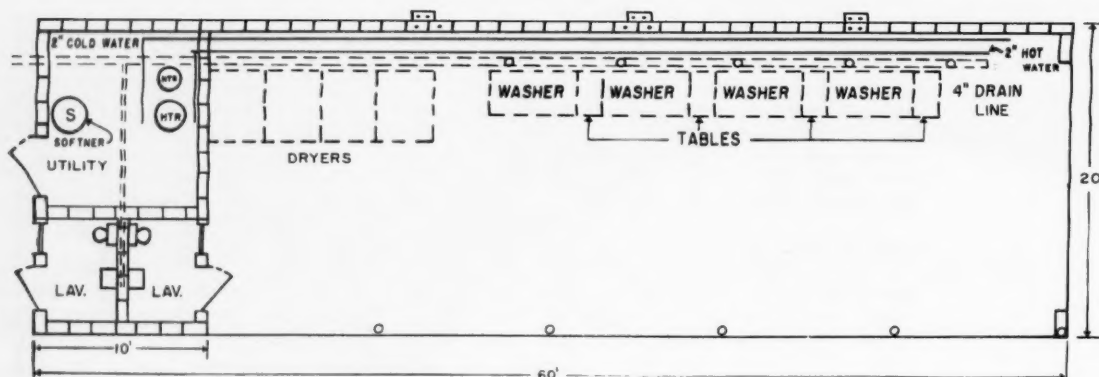
By HENRY MOZDZER

SIMPLICITY is the keynote of the World-O-Suds open-air coin-op recently launched in St. Cloud, Florida.

It is owned by two ex-Air Forcemen—George Momberg and Eddie Bryan—and contains only eight units of equipment. This basic setup includes four 37-inch driers and four washer-rinse-extractor combination units each containing two 12-pound wash compartments separated by an extractor.

Building costs \$2,500

The equipment is housed in a simple building which cost \$2,500 to
Continued on page 40



The coin-op is built on a concrete slab and its 1,200 square feet provide ample room for expansion should additional equipment be required. The four-and-four setup cost about \$12,000 including installation



Novel arrangement shows how coin-op was fitted into a small shopping center in Orlando. Open-air characteristics were attained by extending roof at one side of original building

A DE LUXE SETUP

THE MOST ELABORATE open-air coin-op we saw went under the name Helpy-Selfy. It is owned by a former factory executive, J. W. Crook, who came to Florida with the idea of buying some orange groves. He has been in the coin-op business for the past eight months.

The plant is located in Orlando at one end of a three-store drive-in shopping center. The landlord adapted his building to Mr. Crook's specifications and charges \$200 a month rent.

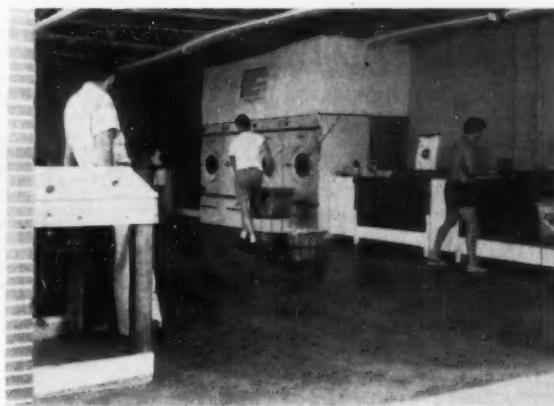
The building is of block construction with a built-up roof of sheet steel. It is L-shape with the largest area measuring 50 by 25 feet. The "wing" shelters the lavatories, two booster heaters and a water softener.

The processing equipment consists of seven 40-pound driers (with ultraviolet ray sanitizers), five washer-rinse-extractor combination units, and a small flatwork ironer. Accessories include three folding tables, chairs and rollaway carts. Four rows of fluorescent fixtures (with yellow tubes) are used to illuminate the premises. And several insectocutors are used to kill bugs.

The entire package, including



Optional equipment includes electric flatwork ironer. Note also ultraviolet-ray sanitizers, attached to door of each plant's seven driers. The plant never closes



De luxe setup features 13 units of equipment, green-tinted floor, yellow fluorescent lights, three insectocutors, etc. Plant broke even first month. Volume hits \$100 on peak days

A BASIC SETUP—Continued from page 38

construct. It is built on a 4-inch, wire-reinforced concrete slab measuring 60 by 20 feet. The few walls are constructed of block, and the columns supporting the roof on the open sides are of concrete.

The inside walls are plastered over in this case. (In the following story, the plantowners preferred to paint the blocks and emphasized the long low lines by raking all horizontal joints and filling all vertical joints flush.) The built-up roof is constructed of 2-by-10-inch rafters and the ceiling is of plywood. The interior clearance is just over 9 feet.

There is an enclosure at one end of the building which houses the lavatories and utility room. The lavatories, required by law, are approximately 5 feet square. The utility room is 10 by 15 feet and contains a 320,000 grain water softener with brine tank and two 70-gallon hot water heaters. The heaters, with 2-inch inlets and outlets, are hooked up in tandem. If additional washers are added later, another heater can be added to the group to provide more hot water capacity.

Stretching the layout

All the equipment in this operation is placed side by side along the back wall. The driers are in one corner and the washers next to them. Under ordinary circumstances the setup would look pretty barren with just eight units lined up against a 50-foot wall. But this situation has been overcome by the use of stainless-steel tables placed between washers and at both ends of the washer line.

These tables are 18 inches wide and are designed to match the equipment. Aside from providing customers with a place to put their work, they also give the installation a long pleasing line. Should the owners wish to add another unit to their operation all they have to do is remove a couple of the tables and move the units down. The plumbing was originally put in with this possibility in mind.

The only other accessories on the premises are a soda machine, four sun chairs, a trash can, some signs and a table for folding tumbled work. The table, by the way, is made from a door mounted on a set of prefabricated legs of steel tubing. It cost about \$30.

Operational differences

Patrons frequenting this establishment note these differences:

Prices: The machines are set up to wash a 12-pound load for a quarter.

Each wash compartment is equipped with its own mechanical coin meter timed to give a 15-minute wash for 25 cents. If the customer uses both wash compartments of a unit the price is 50 cents.

Extraction: The extractor in the center compartment is *not* set on a coin meter. It works independently and no charge is made for its use. It is free to all comers.

Actually, the rinsing is done in the extractor. Water is sprayed into the basket and flushed through the clothes as it spins at 1,725 revolutions per minute.

Faster drying: The high-speed extraction gets the clothes drier so they need less time in the tumbler. The plantowners like this because they get the same revenue as other competitors do and their gas bill (a major item because bottled gas is used) is re-

duced. The 40-pound-capacity driers here are set to operate 15 minutes for a quarter. (Incidentally, we might mention a merchandising angle used in this connection. Instead of posting "Drier Instructions," this information is given under the heading "Drier—Lint Remover Instructions.")

Costs and results

The equipment and installation at the St. Cloud coin-op cost the owners about \$12,000. The plumbing and electricity ran another \$1,200. And the building itself was \$2,500. That's an investment of roughly \$15,700, not including the purchase price of the lot.

At the time of our visit, the coin-op was one month old and the daily income averaged between \$20 and \$30. The plant is open around the clock seven days a week. □□

A DE LUXE SETUP—Continued from page 39

equipment and installation for this deluxe setup, cost around \$16,000.

The plant broke even the first month doing a volume of just over \$500. Peak day volume now hits \$100 and gross income is around \$2,000 per month.

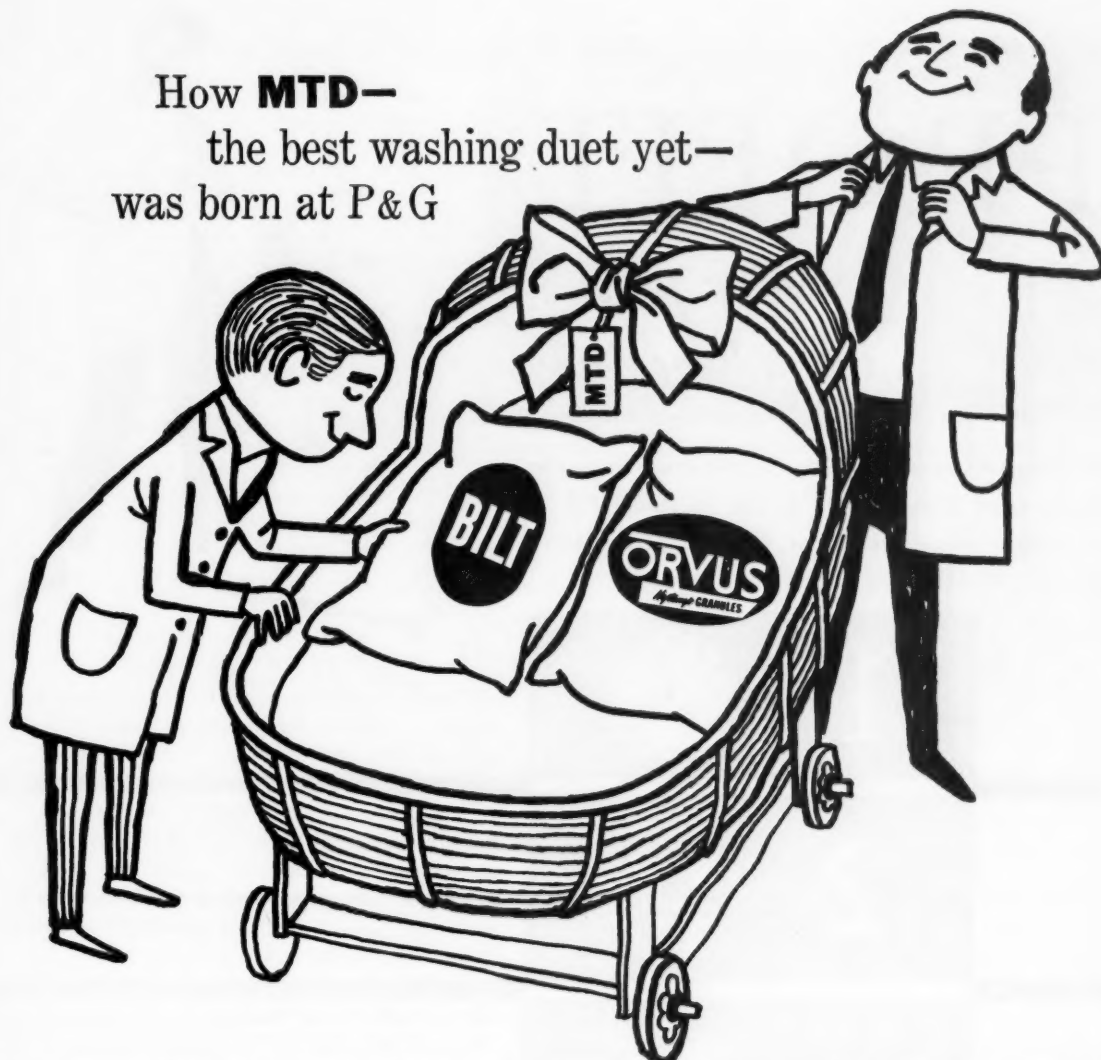
Experience has shown that there are three high spots during the day when coin equipment is most often used. Here's the way it breaks down:

Time	Percent Volume
8:30 a.m.—11:30 a.m.	35%
1:30 p.m.—4:30 p.m.	25%
7:00 p.m.—10:00 p.m.	35%
All other times	5%

In this particular case, there is a woman attendant on the premises during the busiest hours to make change and assist patrons with washing, drying and flatwork ironing. □□



How **MTD**—
the best washing duet yet—
was born at P & G



After long study of both soaps and detergents, Procter & Gamble scientists established that each type had its own special washing abilities. "Why not," they reasoned, "combine them to get the best of each?" The result was Matched Team Detergency (MTD)—the most efficient washing system ever devised. Bilt, a high-powered soap-base break, joins Orvus Hytemp Granules, a complete high-temperature synthetic detergent, to form the team. Because they have been designed to work together, they catch every kind of soil in a "crossfire cleaning action"—producing bright, white, really clean washes along with savings in water, time, fuel. Try MTD for 30 days and you will agree it offers everything you need for a good laundry operation!

For more information and the distributor's name nearest you, write

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PROFIT
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Speed Queen's sensational rise to top position in the coin-operated laundry field is due to *leadership in the 3 basic ingredients that produce profit*. Here they are:



A Faster, Shorter Cycle . . . that *attracts* more customers . . . and handles at least 50% more business with the same investment.



Cleanest, Whitest Wash Offered Anywhere . . . produced by Speed Queen's famous bowl-shaped tub and agitator principle with popular top loading. Speed Queen's superior washing quality *holds* customers . . . keeps 'em talking favorably. (Safety lid lock has been added as a new feature.)



Most Trouble-Free Machine . . . in the entire industry. Which means lowest maintenance cost. When servicing IS necessary, easy accessibility of all major mechanical assemblies saves time and labor.

There it is . . . the 3 basic requirements that assure big coin-laundry profits wrapped in *one* commercial automatic washer . . . **SPEED QUEEN**. Why settle for less?

For complete details: Fill out and address this coupon to

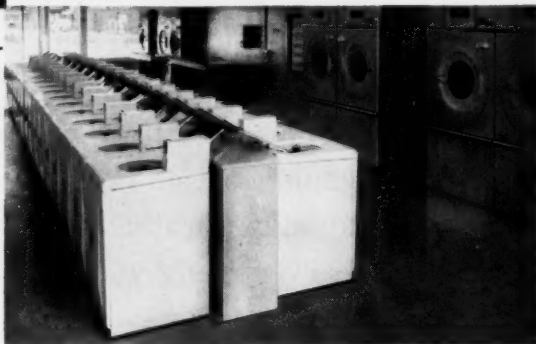


Commercial Dept. J
SPEED QUEEN
 A Division of McGraw-Edison
 Company, Ripon, Wisconsin

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ADDRESS _____

CITY _____ ZONE _____ STATE _____



PLANT MORALE is often affected when a town is hit by a wave of unemployment. As business slackens employees in the plant tend to become lax in their work. Morale takes a nose-dive. And quality control hits an all-time low if employees continue to work in this frame of mind.

Such was the case at Anderson Laundry, Anderson, Indiana, in the early months of 1957 until plantowner Ken Ballinger hit on an idea to make plant personnel more quality-conscious.

The plantowner invited a group of regular customers to inspect laundry bundles and drycleaning orders in the plant. And to grade them on the basis of a score sheet worked up by the management.

A general meeting was first held



Consumer panel of five regular customers examines bundle picked at random as plantowner Ken Ballinger looks on. The panel members serve a one-month term and meet weekly

By HARRY YEATES

Encouraging Quality-Consciousness

Anderson Laundry offers an employee bonus based on consumer bundle inspection report

Family Bundle Score Card

	Perfect Score		Perfect Score
1. Examination Of Bundle Ready For Delivery			
a. Appearance of package	6	c. Cleanliness, including stain removal	6
b. Durability of package	2	d. Any lint detected	2
c. Possibility of poor packaging, wrinkling or mussing of ironed pieces	2	e. Any odor detected	2
		f. Tears or damages	2
		g. Sizing of the work	2
	10		20
2. Examination Of Bundle Opened For Inspection			
a. General appearance on opening bundle	6	5. The Shirt Package Should Now Be Scored	
b. Arrangement of the ironed and unironed fabrics	4	a. Are shirts properly packaged to prevent wrinkling?	2
c. Are ironed pieces wrinkled?	4	b. General appearance of shirts, including wrinkling or poor ironing	6
	14	c. Clearness of color of white shirts	2
3. Examination Of Opened Bundle For Quality Of Ironing			
a. Neatness of ironing	8	d. Brightness of color of colored shirts	2
b. Evenness of folding	9	e. Cleanliness, including collars and cuffs	3
	17	f. Starching	2
4. Examination For Quality Of Work			
a. Clearness of white work	3	g. Buttons off, tears, etc.	2
b. Brightness of colors (faded colors)	3		19
		6. Your Own Suggestions Or Ideas	
		a.	
		b.	
		c.	
		d.	
			20

To standardize grading, points are divided into six categories. If each item is given perfect score, rating will total 100 points

How To Check Or Grade The Bundle

Subtractions to be made in points from Perfect Score in scoring the Family Bundle

1. Examination Of Bundle Ready For Delivery

- a. Appearance of package (Perfect Score 6)
Be governed by neatness of bundle, manner of wrapping, smoothness of ends of wrapped bundle, and general appearance; for inferior quality in appearance DEDUCT—1 or more
- b. Durability of package (Perfect Score 2)
Consider size of package, manner of tying; for inferior packaging DEDUCT—1 or more
- c. Possibility of poor packaging, wrinkling or musing the ironed pieces (Perfect Score 2)
Judge from type of bundle as to chances of fabrics being wrinkled from handling and delivery. If not suitable package DEDUCT—Up to 2

Deduction

- bundle appeal to you? According to your impression of the opened bundle DEDUCT—1 to 6
- b. Arrangement of the ironed and unironed fabrics (Perfect Score 4)
Are the pieces neatly piled in the bundle? If poorly piled or poorly arranged DEDUCT—1 to 4
- c. Are the ironed pieces wrinkled? (Perfect Score 4)
If ironed pieces are wrinkled, then according to the extent of wrinkles found DEDUCT—1 to 4

2. Examination Of Bundle Opened For Inspection

- a. General appearance on opening bundle (Perfect Score 6)
Does the opened bundle present a pleasing appearance? Are ironed colored pieces seen or hidden in the bundle? How does the opened

3. Examination Of Opened Bundle For Quality Of Ironing And Folding

- a. Neatness of ironing (Perfect Score 8)
Examine the work and see if it is all ironed smooth. If flatwork or other pieces are poorly ironed DEDUCT—3 to 5
- b. Evenness of folding (Perfect Score 9)
Examine the work and see if properly folded. Pay particular attention to table linens and if poorly folded DEDUCT—5
If other work is poorly folded DEDUCT—2-3 or 4

Detailed check lists pinpoint quality features of each category as a guide in grading. Separate standards were drawn up for drycleaning

with the route salesmen and the inspection program was explained. The plantowner asked the route salesmen to submit a list of regular customers from each route who might make good inspectors. These were contacted personally by the plantowner. They were asked to judge the quality of work produced in the plant on a weekly basis. Each month a new set of panelists was contacted. The program was in effect for a year.

Housewives who volunteered to judge the quality of plant work were invited to tour the plant. This acquainted them with the operation of each department. Score-sheets were provided to help them rate laundry bundles and drycleaning orders more accurately.

Groups of four to five housewives on the inspection committee met in the sales office at the plant four times a month. At no time did management know which bundles would be selected for judging.

To make the employees aware of the rating system, a bonus plan was set up. This was based on the rating given each inspected bundle or drycleaning order. The following point-system and corresponding dollar bonus was paid to each employee in the plant:

Laundry		
Score		Bonus
100-92	\$2.00
92-88	\$1.50
88-84	\$1.00
84-8050

Drycleaning		
Score		Bonus
100-95	\$2.00
95-92	\$1.50
92-89	\$1.00
89-8650

After the weekly inspection, employees were notified of the results. The inspection system served four purposes, according to Mr. Ballinger:

1. It improved over-all quality.
2. It created better customer relations.
3. It helped employee morale.
4. It provided a cash incentive for all inside personnel to do a better job.

More than 50 housewives were invited to inspect plant work during the year. Some of them even called back to see if they couldn't serve on the panel again. "We made them feel important," says Mr. Ballinger, and they were interested in the progress that had been made.

The inspection program pointed out a number of quality defects. The panel members objected to wrinkles in pillowcases and unfolded hems,

This resulted in an over-all change in the method of folding and stacking finished laundry bundles. All colored sheets are placed together. And greater emphasis is placed on squaring corners. *Continued on page 57*

How Inspection-Bonus Plan Worked Out

Laundry Department

16 weeks—\$2.00 ..	\$32.00
9 weeks—1.50 ..	13.50
1 week—1.00 ..	1.00
1 week— .50 ..	.50
24 weeks—none ..	none

\$47.00 per employee
× 36 employees

\$1,692.00

Drycleaning Department

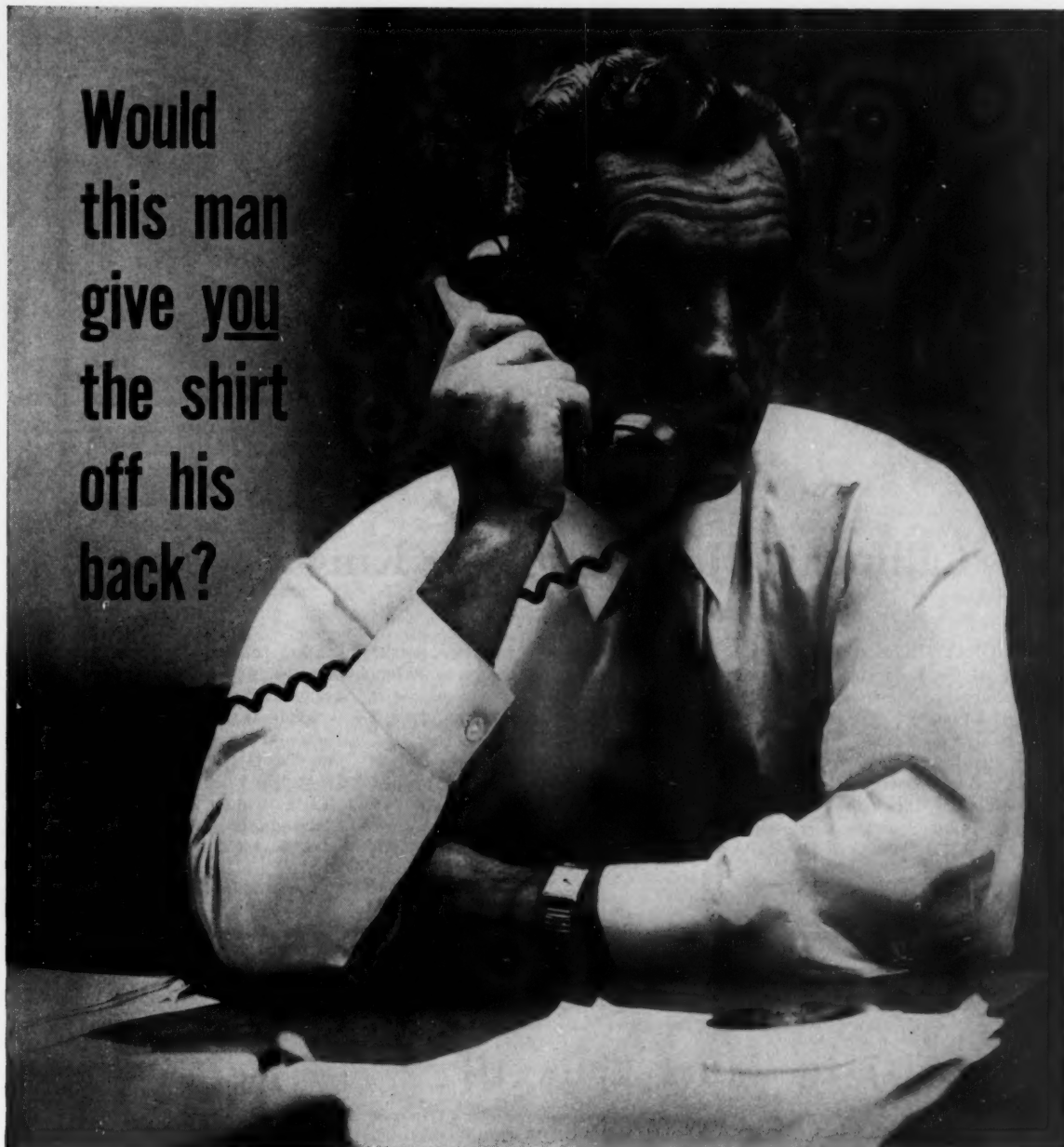
19 weeks—\$2.00 ..	\$38.00
7 weeks—1.00 ..	10.50
1 week— .50 ..	.50
24 weeks—none ..	none

\$49.00 per employee
× 19 employees

\$931.00

\$2,623.00 total cash bonus paid

Would
this man
give you
the shirt
off his
back?



You can tell a lot about this man at a glance—fastidious, self-assured, successful. Perhaps he's also one of your best customers. If so, he probably judges your ability by the way you launder his shirt, because nothing can make the well-dressed man more ill-at-ease than a shirt not done to his liking.

Today more and more professional laundries and cleaners are turning to Huron

Instant Starch or Velvet Rainbow® Starch. They have found Huron Instant Starch dissolves readily in hot or cold water, requires no cooking, yet meets the same standards of quality that you have come to expect in Velvet Rainbow. Whether you use H.I.S.® or Velvet Rainbow, you can be sure of the best—sure of customer-pleasing quality whenever you specify Huron.

Write to Hercules for the name of the nearest distributor of economical Huron® commercial starches.



Huron Milling Division, Virginia Cellulose Department

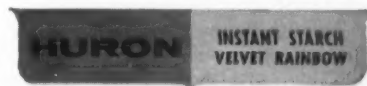
HERCULES POWDER COMPANY

INCORPORATED

900 Market Street, Wilmington 99, Delaware

VH59-4

July, 1959





A record number of laundry and linen supply men turned out for four-day meeting at Ahwahnee Hotel at Yosemite National Park

California Meeting Fit for King

THE FORTY-SIXTH ANNUAL convention of the California Laundry & Linen Supply Association which took place at Yosemite National Park, May 20-23, was a royal affair.

An attendance of 310 made this the largest convention ever held in northern California. And believe it or not, even the King of Belgium attended. The democratic young monarch in-

sisted on having his dinner in the main dining room of the headquarters hotel along with the conventioners. As he left the room he was given a spontaneous round of applause.

John Slick, president of the American Institute of Laundering, opened the convention with a clear-cut picture of the AIL's plans for the future. He stressed the importance of moti-

vation research in determining how best to promote laundry sales. He also suggested greater speed on the part of plantowners in accepting new products and ideas instead of waiting years to see if they would "prove out." President Slick's remarks very neatly set the tempo for the whole program: "a brighter future, through new ideas."

Mrs. Kay Woods, public relations

Drive-In Panel Tells All

LAUNDRYMEN interested in starting a car-hop drive-in service got a lot of good advice from a panel of experienced operators during one session of the California Laundry and Linen Supply convention.

The panel included drive-in owners: Ralph Sundstrom, Lew Parce, Harry Petersen and "Stubby" Newman. It was moderated by Boyd Milum. Here are some of the questions and answers given:

How many lanes are required and what size?

There should be at least three lanes, 10 feet wide, capable of holding a minimum of 10 cars each. There

should also be sufficient parking area for at least three cars in the event an order is held up.

How do you train customers to stay in cars?

You must serve them quickly. They will usually wait an average of three minutes before making an effort to get out. Newspapers are good to hold them. So is soft music. Put signs around so customers can read about your various services.

Gasoline station attendants are taught to recognize customers and give them some indication they have been seen. An "I'll be with you in a second" helps them to be patient.

The experts, left to right: Lew Parce, Harry Petersen, "Stubby" Newman and Ralph Sundstrom share their experiences with association members. Boyd Milum, standing, was the moderator

What side of the door should a car-hop go to?

Greet them on the driver's side and deliver the order on the passenger's side. Drycleaning is hung on a hanger; laundry bundles are placed on the front or rear seat as the customer desires.

How long does it take to complete a transaction?

Between 40 and 50 seconds to accept an order; 1 1/2 to 2 minutes to deliver . . . if we don't run into trouble.

Do you offer credit?

No credit. Lots of credit. We'd like



New officers and directors, left to right: Stuart Case; Jack Elberling, past president; Lucien Libarle; George Nelson, new president; George Ripley; John Logan, first vice-president; Gareth Gilles; Herb Kitto, secretary; Mark Gamett, treasurer; Earl Ryan, Vern Moss

consultant, described a new type of PR program currently being undertaken at Sparkle Launderers, Bakersfield, California. Having no previous knowledge of the laundry industry, Mrs. Woods played the part of a customer for several months to learn what the average homemaker considered good and bad about laundry service. Then she stepped into the plant to learn about production problems. Having both sides of the picture, she set up an integrated program to win customer acceptance.

One entire morning was devoted to the subject of business leadership through personal development. The 4-hour session was conducted by Dr. Carlton Pederson, dean of the Graduate School of Business, Stanford University. The dean pointed out laundry management's main job as that of solving problems. It is standard procedure, he said, to be constantly interrupted by such things as phone calls and emergencies of one type and another. Solving problems consists mainly of recalling to mind a

similar past experience and applying that knowledge.

Dr. Pederson pictured the unsuccessful manager as an overbearing, autocratic type who is 25 years behind the times in expecting people to jump when an order is given. Some managers fail and never delegate responsibility, he said, because they can't stand to see people under them make mistakes—forgetting that people must make mistakes in order to learn.

Jack Bariteau, past president of the association and executive committee member of the All-American Research Foundation, reported that the Stanford Research Institute believed it was possible to build a machine which would wash, dry and iron flatwork at speeds better than 100 feet per minute.

A pilot machine should be ready and installed for testing in an Oakland laundry by October of this year. The model, 36 inches wide and 14 feet long, is said to be capable of reducing the entire washing cycle down to one second. There is also a good possibility, said Mr. Bariteau, that the same type of machine can be used in drycleaning.

George Nelson, San Diego, was elected president; John Logan, Pebble Beach, first vice-president; James Foasberg, Long Beach, second vice-president; Herbert Kitto, Stockton, secretary; and Mark Gamett, Las Vegas, Nevada, treasurer.

—Lou Bellew



to have a thousand credit customers when we start offering it soon.

Do you use only girls for car-hops?
Mostly girls. Homemakers are superior to glamor type. You need at least three since traffic fluctuates. Our

car-hops list and price their own dry-cleaning orders when not busy.

What about uniforms for car-hops?
Nice uniforms tend to eliminate garish earrings and make-up and improve grooming in general. According

to California law, an employer who requires female employees to wear uniforms must provide and maintain said uniforms. Our girls get a clean blouse each day and two uniform changes per week. Each set costs us about \$25. □□

Closer Check on Claims Cuts Costs

Revised procedure also speeds settlement
and improves plant-customer relations

By A. J. BOURDEAU

General Manager, What Cheer Laundry, Providence, Rhode Island

THE MANNER in which adjustments or claims are handled can have a direct bearing on laundry sales and customer satisfaction. Satisfactory (from the customer's viewpoint) and quick settlement will insure a happy relationship between company and customer.

Our plant has always had a very liberal policy in the payment of

claims, and in this respect enjoyed a good customer relationship for many years. We have no intention of making any changes in this policy.

In order to keep a close check on just how good a job we are doing, a self-mailer type questionnaire folder is sent out with each fifth settlement check we mail.

These returned comments brought

to light one particular failing we were guilty of and that was in slow payment of some of these claims.

These returned letters also give us an opportunity to once again correct any errors we may have committed.

They are useful at our department meetings, to point out mistakes as well as pass out bouquets, for the majority are highly complimentary.

As mentioned previously, tardiness in payment seemed to be the predominant factor, so a complete revisal of procedure was our first step in correcting some of our mistakes and complaints.

By reviewing systems in use in other laundries and picking out several features that seemed to fit into our plans, along with our own ideas, we came up with our present system.

The stencil department printed up a complete file of 12-by-18-inch envelope folders, one for each of our customers. Into these envelopes we file all related correspondence, claim record and tracers for that particular customer.

Forms for workable system

A new Curtis mailer, application for adjustment form (claim blank), was designed that serves as a preliminary form or final settlement claim blank.

This form contains all the necessary information we would need to settle a particular claim once it has been properly filled out.

In cases where it is not convenient for a customer to call our service department direct, the driver-salesman hands one of these adjustment applications to the customer for her to fill out and mail. We prefer a call to our adjustment office both for better service and control.

A claim control sheet was designed that has provision for name, address, and a complete description of any

Comments about the settlement of my claim are as follows:

1. Are you pleased at the way this adjustment has been handled? Yes ☐; No ☐
2. Was our adjuster courteous and did she process your claim promptly? Yes ☐; No ☐
3. Are you entirely satisfied with the settlement you are now receiving? Yes ☐; No ☐

Other Comments:

Name _____

Address _____

Tel. No. _____

Questionnaire used to spot-check customer opinion of company's adjustment policy revealed "slow payment" as a weakness in the system

Acri-Chino: A blend of 50% ACRILAN/50% cotton
by Burlington Industrial Fabrics.



Left, Acri-Chino (50% ACRILAN,* 50% cotton) work clothes were tested against ordinary work clothes (right) in actual plant conditions, outwore them 4 to 1. Acri-Chino resisted chemicals, wrinkles and tears far better. It looked neater, boosted

workers' morale, minimized mending costs, and needed no ironing in a number of commercial laundry processes tested. Acri-Chino work clothes mean a tremendous saving on upkeep and replacement in the long run.

The man on the left can save money for your rental business

If you could save your rental business a good deal of money, wouldn't you do it? If you found a fabric that cut down maintenance and replacement costs, and just about eliminated mending costs, wouldn't you jump for it?

These two men can give you the answer. They are part of an experiment in one of the country's huge chemical plants. The company chose teams of two men from areas where work clothes got the most abuse. They gave one overalls of Acri-Chino. The other wore regular cotton overalls. Both overalls were exposed to the same conditions of soiling and wear, and washed together repeatedly.

The plant reported Acri-Chino outwore the ordinary fabric at least 4 to 1. It resisted grease, acid, tearing, and wrinkles far better. See for yourself in this picture.

Acri-Chino work clothes mean less replacement costs, almost no mending costs. Some types of work clothes can be laundered, tumble dried and worn again without pressing—cutting out costly finishing. They also dry clean economically. What's more, their neat good looks boost workers' morale. A good point to remember in selling your service.

Why not look into this way of saving money? For a resource list of Acri-Chino work clothes manufacturers, contact: The Chemstrand Corporation, 350 Fifth Avenue, N. Y. C., Merchandising Dept.

*Registered trademark of The Chemstrand Corporation for its acrylic fiber.

ACRILAN[®]

Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVENUE, NEW YORK 1, N. Y.
DISTRICT SALES OFFICES: 350 Fifth Avenue, New York 1; 315 Overwood Road, Akron, Ohio; 197 First Avenue, Needham Heights, Mass.; 129 West Trade St., Charlotte, N. C.; California Office: 707 South Hill Street, Los Angeles 14 • Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN[®] ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND[®] NYLON—Pensacola, Fla.

**NO NEED
TO HANDLE
WITH CARE!**



LOWENSTEIN'S 100% ACRILAN® FENDER CLOTH

**Durable • Acid-resistant • Anti-static • Will not
plasticize at 300° • Outlasts old style cloth!**

Lowenstein's Fender Cloth takes the day-in, day-out punishment of *corrosive battery acids*, hot trouble lights and scorching manifolds. Under the roughest treatment, it remains strong, tough, soft... quickly sheds ground-in grime, grease and oil in a regular wash cycle.

Rugged tests show Lowenstein's Fender Cloth lasts many times longer than ordinary cloth... costs less in the long run. So whether you buy — or supply — Fender Cloth, specify Lowenstein's Fender Cloth — for longer life, better protection, greater savings.



M. LOWENSTEIN & SONS, INC., 1430 Broadway, New York 18, N. Y.

Offices in the Principal Cities of the U. S. and Canada

Wallace Elected AIL President

Newly elected members of the board of directors toured American Institute of Laundering headquarters during the annual board meeting in June. Shown in the plant are (left to right) James W. Foasberg, Kenneth L. Roberts, general manager Albert Johnson and Arthur E. Gelnaw



TEXAS-BORN David P. Wallace, Jr., of Dallas was elected president of American Institute of Laundering for the 1959-60 term by the board of directors. The election was held June 19 at the close of the board's annual four-day meeting in Joliet, Illinois.

Mr. Wallace is president of the Progress Laundry and Dry Cleaning Company, with plants in Dallas and Waco. A 21-year veteran of the laundry business, he has been an AIL director since 1957. He represents District 3, which is composed of New Mexico, Oklahoma and Texas.

In accepting the office of president, Mr. Wallace commented that "the laundry industry, through AIL, has a number of important projects in work at the present time. I feel that the Institute deserves the full support of the entire industry in backing these projects, particularly one I personally feel is most important—the Public Relations for Professional Laundries program."

He added, "The laundry industry has seen many changes in the last few years in its methods of sales and distribution, production, promotion. It is the job of AIL to furnish the services and leadership the industry requires to adjust to these changes and to be in a better position to serve the laundry needs of the consumer public." He said that the entire board of directors will continue to devote its efforts toward furthering the best interests of the laundry industry.

The newly elected president is a graduate of the University of Texas,

where he received his bachelor's degree in business administration. Upon his graduation, he entered the laundry business in the sales department of the Progress Laundry in Waco, which was begun by his father in 1911.

From 1942 through 1945, Mr. Wallace served in the Air Force, holding the rank of captain. He received the Distinguished Flying Cross and the Air Medal with two oak leaf clusters.

A member of the Dallas County Cleaning and Laundry Association and the McLennan County Association, Mr. Wallace has also served terms as secretary, treasurer, president and director of the Texas Laundry and Cleaning Association.

Newly elected directors

Arthur E. Gelnaw, who was recently elected to the board of directors of the American Institute of Laundering, is a veteran of 38 years in the laundry industry. He is president of the Westwood Launderers-Cleaners, Inc., Westwood, New Jersey.

As an AIL board director, he represents member laundries from District 11, which is composed of Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia.

Mr. Gelnaw has previously held the offices of vice-president and director of the New Jersey Laundry and Cleaning Institute.

Active in local civic affairs, he has been serving Westwood as mayor for the past three and a half years and is

a former president of the city council of his community.

James W. Foasberg, president of Foasberg Laundry and Cleaners, Long Beach, California, represents member laundries in AIL District 4, which includes Arizona, California, Nevada, Utah and Hawaii.

Mr. Foasberg has previously held the offices of vice-president, secretary and treasurer of the California Laundry and Linen Supply Association. He is currently in his twenty-fifth year with the laundry industry, having started as a routeman and risen through plant and route superintendencies to president of a corporation.

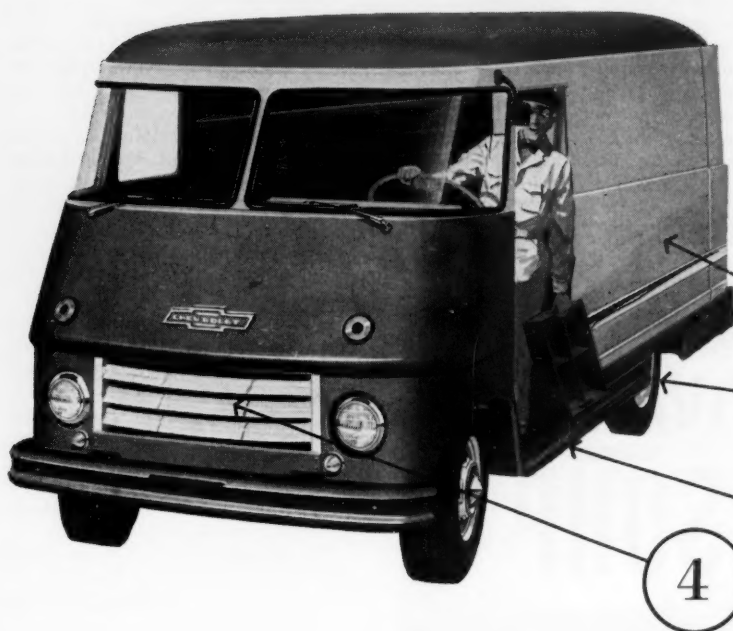
The new director is active in Chamber of Commerce work in Long Beach and holds an extensive record of community and industry service.

Kenneth L. Roberts, owner of the Rapid City Laundry and Dry Cleaners, Inc., Rapid City, South Dakota, represents member laundrymen from Minnesota, North Dakota, South Dakota and Wisconsin as director of District 6.

Mr. Roberts started in the laundry industry in 1928 as an engineer for the Rapid City Laundry and Dry Cleaners, and progressed to ownership of the firm. During his years in the industry, he has held the offices of state president and state secretary-treasurer of the South Dakota Laundry Owners Association.

The new director has compiled an enviable record of business and community service, including Chamber of Commerce work. □□

Look at all you get for your daily deliveries in a '59 **CHEVY STEP-VAN!**



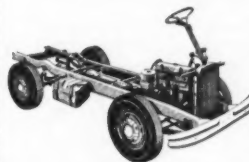
A careful inspection will bear out what your first glance tells you: a 1959 Chevrolet Step-Van is the latest thing in profit-boosting multi-stop delivery vehicles!

1. BIG CARGO AREA



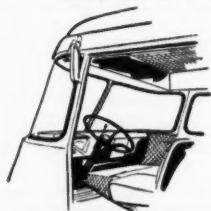
Up to nearly 400 cubic feet of cargo space (most in the field!) ...sturdy all-steel body construction...thick fiberglass insulation to protect cargoes ... a choice of rear doors (including full-width doors) for easy loading.

2. TOUGH-BUILT CHASSIS



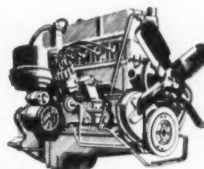
Rugged components stand up to grueling stop-and-go runs. Smooth, durable 3-speed Synchro-Mesh transmission, long-lasting 11" heavy-duty diaphragm spring clutch and easy Ball-Gear steering are standard.*

3. EXTRA CONVENIENCE



The full-width wraparound windshield provides safe, convenient viewing; sliding doors retract easily into pockets in the stylish van body. Doors are wide to make entering easier and speed up delivery of bulky items.

4. NEW 6-CYLINDER ECONOMY



The standard Thriftmaster Special 6 comes equipped with a new economy-contoured camshaft that reduces gas consumption by up to 10%! Yet there's power aplenty for your big loads and brisk delivery schedules.

A stylish 1959 Chevrolet Step-Van will look like a million on your route ... and its advanced features will ease your work and save you money stop after stop! Bodies come in lengths of 8, 10, and 12 feet. High G.V.W.'s guarantee big, profit-bearing payloads; G.V.W.'s range all the way up to 10,000 lbs. See your Chevy dealer about a modern Step-Van or stripped chassis model to suit your special body needs. . . . Chevrolet Division of General Motors, Detroit 2, Mich.



TASK • FORCE 59 TRUCKS

M.A.L.E. Hear Salesman Recruiter

THE FINAL MEETING of the (New York) Metropolitan Area Laundry Executives took place at Cavanagh's Restaurant, New York City, June 9.

Guest speaker of the evening was Alan Marcus of Alan S. Marcus Company, New York, who discussed procedures he developed for recruiting, testing and hiring route salesmen.

Mr. Marcus' method includes a preliminary survey of the plant and route

situation, followed by a series of want ads, tests and interviews.

One of his novel psychological tests employs a set of eight cartoons. For example, one depicts a man and woman in a department store and the woman is saying: "You certainly let that clerk put one over on you." The candidate for the sales job must then write in the man's answer on the cartoon. There is a definite relation be-

tween the way he answers and his likelihood of success in the job.

"The important thing," Mr. Marcus told the group of 20 attending members, "is to pick a man who can do the job well. And do it well after the novelty of the job wears off." His test methods are intended to do this.

General tips to plantowners seeking salesmen: (1) If your ad doesn't bring results try changing the "bait" from time to time; (2) In making your final decision ask yourself this question: "Is this the kind of man I would want coming into my home while I'm away?"

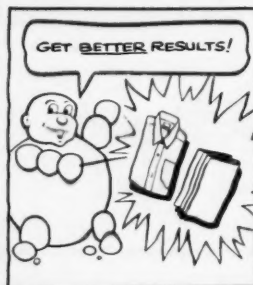
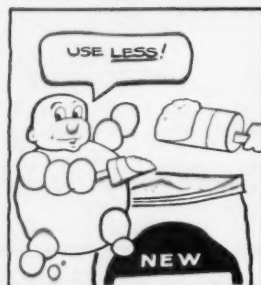
During the short business session which concluded the dinner meeting, the following members were elected to office: Louis Spirio, Cascade Laundry, Brooklyn, president; Robert Vander May, Blue White Laundry, Staten Island, vice-president; and John Hewson, Corby's Laundry, Summit, New Jersey, treasurer. Ken Weiser, M. R. Weiser Co., remains as secretary.

The group's monthly dinner meetings will be resumed in the fall.

—Henry Mozdzer



More Washing Power per Pound!

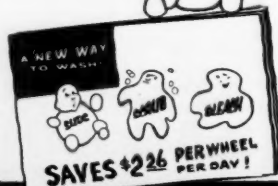


That's because new activated PRIME SOHP combines FOUR great washing features!



1. Perfect balance of Special Soaps and high potency Alkali (OH)
2. New miracle brighteners
3. New PRIME Color Set
4. Safe Powerful Stain Solvents

Find out how you can save up to \$564.00 per year on each wheel with this "New Way To Wash." Write today for FREE 16-page illustrated booklet.



Beach Soap Company

131st Year of Continuous Progress in Manufacturing Fine Laundry Products

17 MILL STREET, LAWRENCE, MASSACHUSETTS

Canadian Licensee, H. L. BLANCHFORD, LTD., Montreal, P.Q.

Laundrymen Urged To Sponsor Research

FLUSHED WITH the initial success of their project on automation, the leaders of the All-American Research Foundation are urging other laundrymen to conduct similar projects on their own.

In an address before the Illinois and Iowa Laundryowners Association, AARF chairman John B. Spence, Faultless Laundry, Kansas City, Missouri, brought the members up to date on the program currently being conducted by the Stanford Research Institute on the West Coast.

The occasion was a joint convention of the state associations at the Edgewater Beach Hotel, Chicago, May 28 and 29.

According to Mr. Spence, the three-year program is running a year ahead of schedule. And SRI is currently building a pilot model of a machine which will wash, dry, iron and fold small pieces of flatwork in a matter of seconds.

The research is being sponsored by an interested group of 70 laundry-owners across the country. Mr. Spence

BEAT THE MINIMUM WAGE BEFORE IT BEATS YOU!

A Jab by Poke

If the minimum wage law should hit you where it hurts, your only OUT is to increase your efficiency. Many of the smart operators—including many family type laundries—have not waited for the blow to fall—already they have caught on to the big savings in production costs made possible by using our SAGER "B" SPREADER, a modernization family type laundries have been able to adopt by fully identifying sheets.

Thus, they are making savings at the wash wheel, the extractors, and even bigger savings with increased speeds and handling at the flatwork ironers. In many cases, these savings have been accompanied by reduced working hours.

We have held the price line on our machines for over 3 years, by better production methods and greater sales efforts. Had you thought about trying to do likewise? Believe me, there is money in it!

Perhaps you wonder where and who our users are. They cover most of the earth—from Alaska and Hawaii, clear across the USA and Canada, in South America, South Africa, Australia, Great Britain, and on the Continent.

And who are they? Most all the real large hotels—one



M. A. Pocock

of them with five "A" SAGERS—and, of course, a great many of the medium sized ones are users of the "B" SAGER. Then, there are hospitals from Coast to Coast—name after name known to you. And in the linen supply and commercial laundry field, SAGERS are used in the best of them in state after state. To these, the savings are terrific. It might interest you to know that a number of Past Presidents of the AIL—successful laundry operators, all of them—are users of SAGER SPREADERS. From the survey by the AIL you may have noted that the most profitable laundry plants are on the West Coast where there are more than 100 SAGERS in daily operation. In the Army, Navy, Air Force, Veterans' Bureau, and Marine Corps, there are 90 SAGERS in daily use.

As I said above, more and more family type laundries are now following the example of these big, successful operators by installing "B" SAGERS and getting the benefit of the big savings in operation that they provide. This is made possible by adopting full identification for sheets.

Write me and I shall be pleased to inform you of SAGERS located near you. I am sure that most of them will be glad to show you how the SAGER operates to save them money.

M. A. (Poke) Pocock



Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

More Sheets—

Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____



Midwestern laundrymen hear John Spence suggest the formation of a second voluntary research organization to find, for example, a better means of distribution

hopes the initiative displayed by this group will be duplicated by others interested in protecting the industry's future.

The pilot model is said to be capable of processing flatwork at a speed of 100 feet per minute using five times less water than conventional methods. It will be ready for testing by October of this year.

A service designed to communicate ideas to employees was described by

John Emerson, Marlin Firearms Company. It consists of a lighted bulletin board with a series of colorful posters giving selling tips, safety hints, etc., changed monthly under the plan.

The program also included a panel of trade press representatives who discussed ways to increase laundry sales.

Associate Editor Harry Yeates of STARCHROOM LAUNDRY JOURNAL discussed the possibilities of improving laundry advertising. Others talked

about shirt rental, coin-ops and "hard" selling. George Isaacson of the American Institute of Laundering was the moderator.

The program also included an exhibit of office equipment and supplies presented by 14 allied trades firms.

Jack Triebel of Peoria, Illinois, is the president of the Illinois group and his counterpart in the Iowa association is Jerry Wetlafer of Oelwein, Iowa.

—Harry Yeates

West Virginians Elect Richmond



New officers of the West Virginia Launderers and Dry Cleaners Association are, left to right, President Jess Richmond, Beckley; Secretary-Treasurer Paul Divers, Charleston, and Vice-President James A. Parker, Huntington

QUALITY CONTROL, wash-and-wear and plastic bags were some of the topics highlighted at the 42nd annual convention of the West Virginia Launderers and Dry Cleaners Association which 90 attended at Beckley, June 19 and 20.

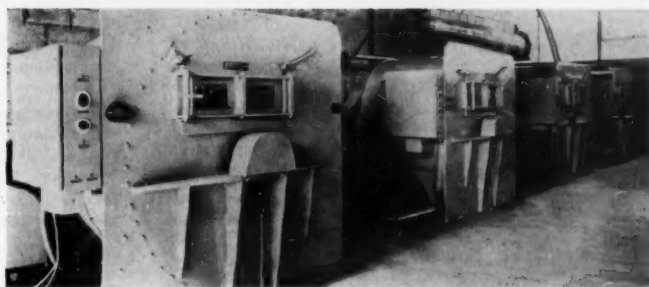
After a day of fun and recreation at Richmond's Lodge at Flat Top Lake, the group moved to the Beckley Hotel for the more formal part of the two-day program.

Everett Brink, manager, production and engineering department, American Institute of Laundering, led off the program with some suggestions on improving quality.

"Quality," he said, "is more than clean clothes. It includes service, finishing, folding, starching, packaging, etc. The standards of quality depend on management and its decisions affecting these numerous points."

He suggested that management should formalize its standards basing its decisions on surveys of the public's need and wants. Analyzing customers' complaints offers another yardstick to go by, although a recent survey reveals that five out of six dissatisfied

HERE'S THE STORK STORY!



Stork Diaper Service of Toronto was faced with a problem—outmoded equipment of small capacity, inefficient use of available floor space and high operating cost.

Local market conditions in Stork's trading area demand quick, reliable service and low prices. Present equipment prevented Stork from meeting these problems.

Stork had decided that the natural solution for their equipment problem was the combination washer-extractor. This would effect great savings in floor space, labor cost, and allow them to produce greater volume of work in a shorter period of time.

Eighteen months ago Stork called on **BRAUN**, the pioneers in washroom automation, to help them solve their problem. Today Stork is producing greater quantities of sterile diapers in a shorter period of time than was

ever thought possible. Stork customers receive fast, dependable service at the lowest cost available.

What's the secret? It's simple. Four **BRAUN 375** pound **UNIT WASH** washer-extractor units were installed. Besides the saving of floor space and labor cost the **BRAUN UNIT WASH** allows Stork Diaper to completely wash and extract a full load in only 42 minutes. It all adds up to more volume in less time at lower cost.

The experience of Stork Diaper Service is typical of many, many other satisfied **BRAUN UNIT WASH** combination washer-extractor users.

If you too are looking for a solution to high washroom costs, why don't you do as Stork did?

Get the complete details on **BRAUN UNIT WASH**—today!

G. A. BRAUN, INC. PIONEER IN AUTOMATION

461 E. Brighton Ave., Syracuse, N. Y.

410 Bloor St. East, Toronto, Ontario, Can.

customers will quit without complaining.

Once the standards have been established, the next step is to make sure they are maintained. Mr. Brink favored periodic spot checks here rather than 100 percent inspection.

William L. Browne, director of public relations, National Institute of Drycleaning, pointed out that while the wash-and-wear trend was still growing, more consumers are aware of the fact that many of the claims made for it are exaggerated. "Unfortunately," said Mr. Browne, "less than half of the public knows that wash-and-wear items can be drycleaned." By emphasizing this fact in advertising and promotion, he believed, cleaners could use wash-and-wear to build their summer volume.

Council on plastic bags

Turning to the current problem of plastic bags, Mr. Browne believed that giving them up was the wrong approach for the industry to use. He felt safer bags could and would be developed and urged those attending to use every means to educate the public as to their present potential danger in the hands of children.

He advised the members not to oppose legislation restricting plastic bag usage ("No one should oppose anything that may save human life") but rather to ask for more time so that the industry could solve the problem by itself.

Another interesting feature of the program was the session on garment pricing. Some 37 different types of garments were presented and the members were asked to price them as if they had come into their own plants. Later in the day, a panel of five plant-owners read their prices for each item. The spread was often impressive. In some cases, the highest price was three times as great as the lowest. The intent of the session was not to set prices, but to emphasize the necessity for realistic pricing.

During the closing business session, the following members were elected to office: Jess Richmond, Richmond Cleaners & Launderers, Beckley, succeeds A. E. Deck as president. James A. Parker, Pilgrim Laundry, Huntington, is vice-president, and Paul Divers, Empire Cleaners, Charleston, remains as secretary-treasurer.

Next June's convention will be held at the Daniel Boone Hotel, Charleston.

—Henry Mozdzer

QUALITY-CONSCIOUSNESS

Continued from page 44

ners on all flatwork. The biggest items are also placed at the bottom of the package to present a neater, more compact bundle.

Laundry bundles were formerly wrapped in plain kraft paper. This has also been replaced with better quality printed paper to improve packaging at the consumer panel's suggestion.

The inspection-bonus plan was discontinued after a year as the quality reached a high level and stayed there consistently week in and week out. But management decided to maintain the bonus plan for another standard—namely, volume. If over-all volume is up each month then all the inside production workers and counter personnel receive an additional 5 cents per hour in their weekly pay envelopes. It helps to keep up morale, sales and quality.

The consumer panel stimulated new interest for everyone in the plant. Management believes this was an important factor in raising work quality during those low-volume months. And since then it has resulted in more business for the plant from satisfied customers. □□

Laundry News Notes



MT. HOOD, ORE.—Edward N. Anderson, Eugene Laundry and Dry Cleaners, was elected president of the Oregon State Laundry Owners' Association at the group's thirty-seventh convention, succeeding Wallis Jones of Ontario Laundry. Speakers at the meeting discussed possible future problems of the industry. Guest speaker was Sen. Anthony Yturri, who spoke on a businessman's view of the 1959 Legislature.

PORTLAND, ORE.—A business license has been issued Walter A. and Nova G. Streich for the establishment of a laundry at 2929 S. E. Powell Blvd.

BUTTE, MONT.—At the annual convention of the Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Larry Topel of Missoula was elected president. Other officers elected, both of Missoula, are James Thane, vice-president, and W. F. Howard, secretary-treasurer. Directors are James Sleeter, Havre; Jack Klein, Billings; Frank Paulsen, Sheridan, Wyo.; A. M. Ray, Helena; Gabriel Jaccar, Butte; Jack Burton, Medicine Hat, Alta., Can.; M. J. O'Connell, Bozeman, and the retiring president, Ronald P. McIntosh, Butte.

RAPID CITY, S. D.—Bachelor's Laundry, 1331 St. Joe, formerly owned by Kenneth Lynn, has been acquired by Philip Sarkis. The Lynns will remain closely associated with the business for some time.

YANKTON, S. D.—M. G. Whitman has reopened Yankton Laundry, 229 Broadway. Managing the business will be Roger A. Mortensen, who has just completed Army service.

PORTLAND, ORE.—L. C. and Helen E. Spitzer have been issued a business license for operation of a laundry at 1736 S. E. Hawthorne Blvd.

VANCOUVER, B. C., CAN.—Nelson Launderers and Dry Cleaners, 2300 Cambie, has been presented with an Air Pollution Control Society award for anti-smoke efforts.

PRINEVILLE, ORE.—Dick Hoppes, Hoppes Laundry and Cleaners, was this year's recipient of the George H. Rawlinson Memorial Plaque. The award is given annually to the member of the Oregon

State Laundry Owners' Association who has executed the most effective advertising, selling or merchandising idea for the sale of laundry, drycleaning, linen supply or industrial supply service. Mr. Hoppes is a director of the association.

CASTLEGAR, B. C., CAN.—Crystal Laundry and Dry Cleaners has purchased Castlegar Dry Cleaners, it was reported recently.

PORTLAND, ORE.—A. M. Rossman, Jr., has been issued a license for establishment of a laundry at 5147 N. E. Sandy Blvd.

PORTLAND, ORE.—A business license has been issued Ralph H. Condit for operation of a laundry at 1839 S. W. Sixth Ave.



ST. JOHNSVILLE, N. Y.—Snow White Laundry has been opened by Mr. and Mrs. Ross Kiefling.

MONTCLAIR, N. J.—Hal Marvin Marx, president of Homestyle Laundry, was elected president of the New Jersey Laundry and Cleaning Institute, and Arthur V. Gelnaw, Westwood Launderers-Cleaners, Westwood, vice-president. Directors named are Paul Plough, Jr., Blakely Laundry Co., Trenton; Leon Gordon, Star Cleaners and Launderers, Inc., Long Branch, and Leslie Cole, Sweet Kleen Laundry, Summit. Harold C. Buckelew will continue as secretary-treasurer and John H. Yauch as legal counsel. The Institute has completed plans for a statewide advertising and public relations program.

WILLOW GROVE, PA.—B. & J. Shirt Laundry Service, 812 N. Easton Rd., Glenside, Pa., has purchased a building on Maplewood Ave. Jacob S. Kuntz, partner in the firm, states the new facility will be renovated to expand and modernize the company's operation.

NATICK, MASS.—An official opening was held recently at Monks Laundry and Drive-In Dry Cleaning, located in the new shopping center on Route 9.

NORTH ADAMS, MASS.—White Laundry, 40 River St., has merged with Adams Laundering Co., 84 Commercial St., Adams, it was announced by Arthur H. Brown, head of the Adams firm. Robert McNown, proprietor of White

Laundry, will be associated with the Adams concern.

GLOVERSVILLE, N. Y.—Arnold J. Smith, vice-president of Robison & Smith, Inc., was elected president of the Central New York Launderers and Cleaners Association at a recent meeting. He succeeds George Carlo of Schenectady.

WEST ROXBURY, MASS.—A ribbon-cutting ceremony marked the official opening of Reid Bros. Drive-In Laundry, Spring and Temple Sts.

ST. THOMAS, ONT., CAN.—More than 80 members of the Ontario Association of Institutional Laundry Managers met for a joint dinner meeting of the Windsor-Chatham and Western branches at St. Thomas Hospital recently. Stan Hierons, Kitchener, is president of the Western branch, and Homer Bachand heads the Windsor branch.

PHILADELPHIA, PA.—Thomas E. Scott, Jr., star end of the Philadelphia Eagles, has joined the Pennsylvania Laundry Co. and its subsidiaries, Pennsylvania Linen Rental Service, Pennsylvania Overall Rental Service, Pennsylvania Professional Towel Service and Humpty Dumpty Diaper Service, as a service analyst. Mr. Scott will continue playing pro football. M. C. Goldberg, president of Pennsylvania Laundry, is grooming Mr. Scott for a top-ranking executive post.

LODI, N. J.—Fire swept through Sunrise Laundry, 62 S. Main St., causing between \$10,000 and \$12,000 damage.

WELLESLEY, MASS.—Wright's Laundry, for many years operated on Kingsbury St., has been moved to 151 Linden.

SUNBURY, PA.—W. Bruce MacIntosh, Jr., has been named vice-president and general manager of Merit Laundry and Dry Cleaning Co., it was announced recently. He replaces Jack Dober.

YONKERS, N. Y.—New drycleaning equipment has been installed at Yonkers Perfect Laundry, 300 Nepperhan Ave., according to Paul Bodin, president.

BLUEFIELD, W. VA.—New Method Laundry and Dry Cleaners has been expanded to include a storage vault.

DEPOSIT, N. Y.—Mrs. Clifford Greenman and Donald Jogo have purchased Gould Laundry, 10 Division St., from William Gould.

ROME, N. Y.—New System Laundry, 608 Calvert St., has received a special award from the Associated Industries of

New York State for a perfect safety record over the past five years. Francis Pelow, superintendent of New System, accepted the award presented by Whitman Daniels, public relations director of Associated Industries. The award was presented at the thirtieth annual dinner meeting of the Utica Safety Council.

WEST LEBANON, N. H.—Williams Laundry Co. has been purchased by Leon Gosselin, president of Lebanon Laundry and Cleaners, Inc., located on Mascoma St. in Lebanon. The firm will be operated as Williams Laundry and Cleaners, Inc.

PHILADELPHIA, PA.—A ribbon-cutting ceremony officially opened the new \$70,000 laundry building at Memorial Hospital recently.

FORT WILLIAM, ONT., CAN.—Standard Laundries, Ltd., was presented with a plaque by the Lakehead Division of the Industrial Accident Prevention Association, representing four years of operation without time lost due to injuries. Nick Gural accepted the award.

FALL RIVER, MASS.—New Method Laundry, 300 Rodman St., was officially opened by Mayor Arruda recently.



ELK CITY, OKLA.—Wash-Rite Laundry, 706 N. Washington, has opened a coin-operated addition. Jack Davis, owner, has announced that his father-in-law, Ray Cannon, will serve as his partner in the automatic operation.

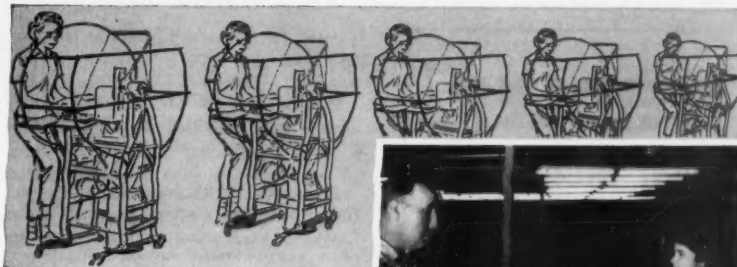
LOMPOC, CALIF.—Sparkle Laundry has been purchased by Kovakar Co. from Robert O. and Joyce L. McCoy.

TUCSON, ARIZ.—Button's Faultless Laundry, owned by Hubert J. Nudelman, is now located in the new Grant-Stone Shopping Center. The facility includes Dainty Diaper Service.

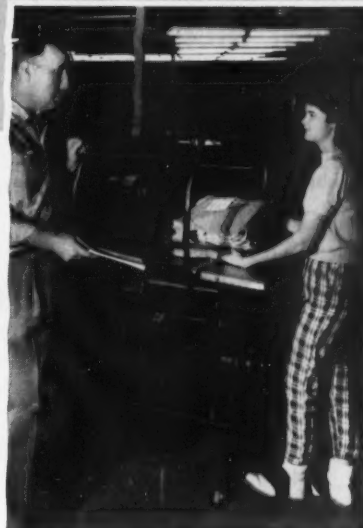
EL CENTRO, CALIF.—A three-day open house was held recently at Sparkle Laundry, Sixth and State, to introduce its new coin-operated addition.

YUKON, OKLA.—Orchids flown from Hawaii were presented the first 200 women attending the grand-opening celebration at Holiday Laundry, Fifth St. and Cedar Ave.

SALINAS, CALIF.—Horace R. Wisely, managing partner of Salinas Laundry & Dry Cleaning, and Grand Exalted Ruler of the Order of Elks, was the featured



Tying of towels and uniforms is a fast, easy job on this firm's battery of 5 Bunn Machines. Right: operator has both hands free at all times.



TIE IT better, faster by machine

At Crystal Industrial Service*: Bunn Tying Machines facilitate growth...tie 66% more volume in 25% less time

Over the past few years, the linen supply output of this growing Indiana plant has increased by more than 66%. Yet today, this two-thirds greater volume is tied in 25% less time...with Bunn Tying Machines!

Greater speed? Yes, indeed. And greater economy, too. Tying this increased volume by hand would have taken some 10 hand tyers. Hence the 5 Bunn Machines used—besides doing a neater, tighter job—have repaid their cost in labor savings alone!

Ties anything. Reports like these typify the savings you may realize

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*Feed Ribbon "Sur-Drive" Kit.

*Doffer Rolls.

*Spring "Perma-Pad" for Drycleaning Presses and "Enduro" Pads for Laundry Presses.

ZEIDLER

MANUFACTURING COMPANY, INC.

633 Concord Ave.

MAMARONECK, N. Y.

speaker at the New Mexico Elks Association thirtieth annual convention.

MONAHANS, TEX.—A fire completely gutted and destroyed Monahans Steam Laundry, owned by L. R. Blackwell, with an estimated loss of \$50,000.

WILMINGTON, CALIF.—A grand opening was held recently at E and F Laundry, 22120 S. Main St., by J. C. Erwin and B. W. Foust.

ONTARIO, CALIF.—C. E. Langan has established a laundry in the Galvin Park Shopping Center, Fourth St. and Grove Ave.

SALT LAKE CITY, UTAH—Dale Sechrist, owner of Dale's DeLuxe Cleaners, was elected president of the Salt Lake Cleaners and Laundries' Association, succeeding William C. Marz. Others named at the group's eleventh annual convention were L. Garth Showalter, vice-president, and Boyd Henrie, secretary. Directors are Mr. Marz, Gerald Bueter, Anthony Shepard, W. Milo Fannin, Robert Wardle and Lester Anderson.

FALLON, NEV.—Mr. and Mrs. Chester Tsuda have purchased Fallon Steam Laundry from Mr. and Mrs. George Matsui.

HEALDSBURG, CALIF.—Gerald F. Hodges has leased the building at 206

West St. for the establishment of Healdsburg Steam Laundry.

MAUD, OKLA.—Mr. and Mrs. King Lawson have sold their laundry, located on E. Main St., to Mr. Whittaker.

KONOWA, OKLA.—Mr. and Mrs. Rolla Forcum, owners of Sno-White Laundry, have announced the addition of a coin-operated laundry at 108 S. Division St.

WEWOKA, OKLA.—Mr. and Mrs. Clarence Claybrook held an open house recently at the new Claybrook Laundry and Dry Cleaners. The Claybrooks purchased Wewoka Steam Laundry and incorporated it with their already established firm.

TUCSON, ARIZ.—The Felman family of Pittsburgh has purchased Tucson Laundry, Dry Cleaners & Linen Service, Inc., 48 E. Sixth St. The new corporation consists of L. Harry, president; Samuel L., vice-president, and Paul Felman, secretary-treasurer. Joseph Siegel is the general manager. The firm was established in 1911 as Tucson Steam Laundry by Mose Drachman.

BUFFALO, OKLA.—Mr. and Mrs. Hershell L. Mauldin have leased the Hicks Bldg. on E. Turner St. for the establishment of a laundry.

WILLS POINT, TEX.—Blant Castleberry has purchased Teel Laundry & Cleaners from Glenn Teel. Included in the transaction are a plant in Canton and a pickup station in Edgewood.



SELLERSBURG, IND.—Construction was started on a new concrete block building on Highway 31 to house Sunshine Laundry.

DETROIT LAKES, MINN.—Kadletz Laundry, 111 Holmes St., E., has purchased the building in which it is located from Willard and Carl Randolph, according to an announcement by A. D. Kadletz. The plant has been expanded recently and further expansion is planned.

CHICAGO, ILL.—Sol Stone, Rainbow Laundry, Inc., was elected president of the Chicago Laundry Owners Association at the group's 56th annual dinner

meeting. Other officers elected were David Radin, Alert Laundry & Cleaners, vice-president, and George Varney, Mercantile Laundry Co., treasurer. Ralph Pettibone continues as executive secretary. Directors are Robert Janssen, Avalon Laundry Co.; Edward Kaplan, Montana Laundry, Inc.; A. F. B. Klein, Antiseptic Laundry; L. H. Mains, Up-To-Date Laundry Co.; Robert Toll, Toll Bros. Laundry Co., and Abe Weinberg, Capitol Laundry Co.

INDIANAPOLIS, IND.—Progress Laundry & Drycleaning Co. has opened its nineteenth branch in Nora Plaza Shopping Center. J. V. Stout is president of the firm, L. E. Hocker executive vice-president and treasurer.

TWO RIVERS, WIS.—A new shirt finishing unit has been installed at Two Rivers Laundry, 801 23rd St.

CHAMPAIGN, ILL.—Remodeling at 213 S. Neil has begun in preparation for housing Sam Lee Laundry, now at 122 W. University. Proprietor Lee will include drycleaning service when the business relocates.

MANITOWOC, WIS.—Normington's Laundry and Dry Cleaners, Inc., 1020 S. 26th St., has installed new equipment. Officers of the firm are Birnam Walker, president and general manager; Walter J. Normington, vice-president, and J. J. Normington, secretary-treasurer.

CHICAGO, ILL.—Arthur A. Price recently joined the staff of Holy Cross Hospital as manager of the laundry department.

OWOSSO, MICH.—Deluxe Laundry and Dry Cleaning Co. has been opened at 328 W. Main St. in the quarters formerly occupied by Owosso Laundry and Dry Cleaners, Inc. Owner Kenneth Peaslee operates three Deluxe plants in Saginaw.

CHICAGO, ILL.—Irving Goldman has been granted permission to operate a laundry at 4529 Indiana Ave.

BAY CITY, MICH.—A \$50,000 permit has been obtained by Leigh B. Hudson for construction of a new building at Third and Van Buren Sts. to house Hudson Launderers and Dry Cleaners.

ASHTABULA, OHIO—Geneva Laundry, 291 E. Main St., has been purchased by Bill Wilson from Mr. and Mrs. A. Dunn.

BOWLING GREEN, OHIO—Home Laundry and Dry Cleaners has been opened in a new building at 110 W. Poe Rd. The firm, owned by Mr. and Mrs. George Feller, was formerly located at 166 W. Wooster St.

GRAND RAPIDS, MICH.—The spring meeting of the Automatic Laundry Asso-

ciation of Michigan was held recently at the Manger Hotel.

YOUNGSTOWN, OHIO—Construction is to begin soon on a new laundry building at North Side Hospital.

HAMBURG, IOWA—Mrs. John Goodner has established Hamburg Holiday Laundry.

WAUSAU, WIS.—Ray Bareis, Sr., general manager of Northwestern Cleaners & Dyers, was elected president of the Wisconsin Institute of Laundering for the third time, at the group's annual convention. He was also reelected to a three-year term on the board, while Norman A. Miller, president of Wausau Laundry & Cleaners, was also named to a three-year term. The association will hold a sectional meeting in Wausau in the fall to plan its golden anniversary convention in 1960.

PORTSMOUTH, OHIO—American Steam Laundry has opened a drive-in branch at Fourth and Gay Sts.

CHICAGO, ILL.—Sanitary Diaper Service, Fort Wayne, Ind., was awarded a plaque for the country's outstanding 1958-59 record in washroom practice, at the twenty-second annual convention of the National Institute of Diaper Services. In competition with 65 diaper service members representing every part of the country, the winning company was presented with the award by David Hamilton, for the plaque's donor, Dy-Dee Wash, Inc., Buffalo, N. Y. Ralph Jones, of Sanitary, received the award.



WASHINGTON, D. C.—Dy Dee Wash, 60 Canal St., S.W., received a certificate of merit for operating 893,074 hours without an accident from April 1, 1955, through May 28, 1958. The firm employs 75 persons in its plant.

MOBILE, ALA.—Sonnier's Hygienic Diaper Service, 2351 Old Shell Rd., recently celebrated its fifteenth anniversary. The firm is operated by P. Elmore Sonnier.

ROCKINGHAM, N. C.—Jack and Scottie Cockman have opened Happy Day Laundry in a newly remodeled building at the junction of U. S. Highway 1 and Roberdel Rd.

KNOXVILLE, TENN.—Chung Sha-Seung, operator of Wing's Laundry and

Dry Cleaners, has purchased the building at 503½ W. Clinch Ave. which has housed the laundry for several years.

MEMPHIS, TENN.—Jack Scharff, president of Model Laundry-Cleaner, was named campaign educational director by Shelby United Neighbors.

LOUISVILLE, KY.—Independent Laundry, 123 S. Third St., recently observed its ninetieth anniversary. The firm has been at its present location over fifty years.

DURHAM, N. C.—Aubrey Wiggins, operator of Durham's Sanitary Laundry and Dry Cleaners, is president of the Wellons Village Merchants Association. Mr. Wiggins also operates Sanitary Cleaners in the Wellons Village Shopping Center.

GREENVILLE, S. C.—A fire at New Laundry and Cleaners, 17 Conestee Ave., gutted the one-story brick structure.

LA PLATA, MD.—Mercury Laundry has taken over Southern Maryland Cleaners, it was announced by Larry Sullivan.

CHARLESTON, S. C.—United Laundry and Dry Cleaners has relocated its Rutledge Ave. branch in the St. Andrew's Center, which opened recently.

BURLINGTON, N. C.—Alamance Laundry and Dry Cleaners has opened a branch, which includes a coin-operated laundry, at S. Church and S. Main Sts.

UNION SPRINGS, ALA.—Eldon Prutt, owner of Swansdown Laundry & Dry Cleaners, has been named president of the Alabama State Exchange Club.



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top-quality flatwork

R/M REVOLITE® covers and REVOLON® pads

Industrial and institutional laundries are understandably excited over savings of up to 43%—not counting changeover labor costs and stoppages. These savings are made possible by using the perfectly matched team of REVOLITE Cover and REVOLON Pad.

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flatwork. A REVOLITE-REVOLON team of covers and pads can give you up to four times the service provided by inferior covers and pads. No matter what combination you have been using, it will pay you to hear about the better work and important savings made possible by REVOLITE-REVOLON. Write or call us today for full details.

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Pipe and Valve Roundup

It pays to get the right tools for the job

A LAUNDRY has so much of its operation involved with piping that every operator should stop at least once a year and see if anything new is coming on the market. Valve designers are always trying to improve the operating losses their fittings introduce in the piping system. Here, then, is a quick look at the piping and valving world of today.

Plastic piping

Plastic piping has set many a laundry plant operator to dreaming of corrosion-free pipe systems where it's possible to see what's going on inside. Imagine being able to look into your piping and see the liquid moving along. Any time a stoppage occurs, a quick look along the line should locate the trouble. Once you begin dreaming this way, you can picture many advantages to such a piping system. Why, then, isn't everybody using plastic pipe and nothing else?

These pipes are dark, almost black, thermoplastic materials, which means they soften when heated and reharder when cooled. There is the rub. The material is worked at about 250-275° F. and within this temperature range you can bend the pipe and set it any way you want. Obviously, the average laundry could not use it for transporting steam or hot water much above 150° F. because the piping system would start to run and become fluid, and eventually rupture.

Table 1 gives data on some of the more commonly used plastic piping. For normal cold-water services the excellent characteristics of plastics, such as resistance to chemical and electrolytic attack, lightness, easy installation, plus much lower friction and turbulence losses, make the plastic pipe an attractive consideration compared to metal pipes. To our best knowledge, however, these plastics cannot be employed with solvents or cleaning fluids. And there are other considerations.

By **JOSEPH C. McCABE**

Plastic piping has to be supported like any other pipe. And considerable attention must be given to any fittings, valves, elbows that you install. For overhead runs of plastic piping practically continuous support should be used. The supports must be broad ones since wire or rods tend to cut into the plastic surface.

The present joining method for these materials is by plastic insert fittings and stainless-steel clamps. Ells, tees and couplings for joining lengths

of polyethylene pipe are available as well as threaded adapters for joining the plastic to steel pipe.

Wherever fittings are used additional support is advised. When you install a valve the recommendation is to support it independently and brace it so that it will not tend to twist within the plastic joint when the valve is operated.

Metal piping

For years combinations of steel piping and bronze or brass valves for steam, water, air, oil and gas lines

Table 1. Dimensional Data, Pressure Limits of Polyvinyl Chloride Pipe

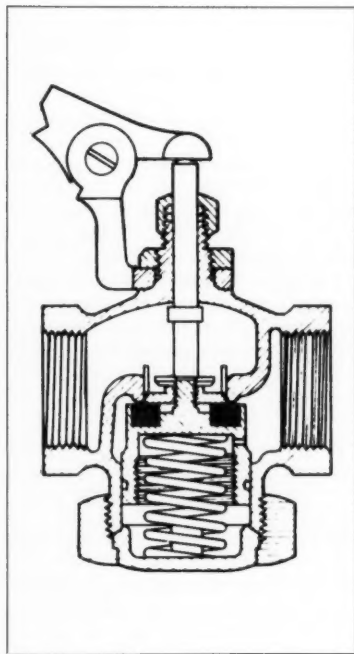
Nominal Diameter, In.	Outside Diameter, In.	Inside Diameter, In.	Wall Thickness, In.	Type I				Type II			
				Max. Operating Pressure, psi. at 75 deg		Max. Operating Pressure, psi. at 150 deg		Max. Operating Pressure, psi. at 75 deg		Max. Operating Pressure, psi. at 139 deg	
				Plain	Thread.	Plain	Thread.	Plain	Thread.	Plain	Thread.
Schedule A—Lightweight											
½	0.840	0.750	0.045	165	—	90	—	145	—	40	—
¾	1.050	0.940	0.055	145	—	80	—	125	—	35	—
1	1.315	1.195	0.060	130	—	73	—	110	—	30	—
1 ¼	1.660	1.520	0.070	115	—	65	—	100	—	25	—
1 ½	1.900	1.740	0.080	115	—	65	—	100	—	25	—
2	2.375	2.175	0.100	115	—	65	—	100	—	25	—
2 ½	2.875	2.635	0.120	115	—	65	—	100	—	25	—
3	3.500	3.220	0.140	115	—	65	—	100	—	25	—
4	4.500	4.100	0.200	115	—	65	—	100	—	25	—
Schedule 40											
½	0.840	0.622	0.109	410	—	220	—	335	—	90	—
¾	1.050	0.824	0.113	335	—	180	—	275	—	70	—
1	1.315	1.049	0.133	310	—	170	—	255	—	70	—
1 ¼	1.660	1.380	0.140	255	—	140	—	210	—	50	—
1 ½	1.900	1.610	0.145	230	—	125	—	190	—	45	—
2	2.375	2.067	0.154	195	—	110	—	160	—	45	—
2 ½	2.875	2.469	0.203	200	—	110	—	165	—	50	—
3	3.500	3.068	0.216	185	—	100	—	150	—	40	—
4	4.500	4.026	0.237	155	—	85	—	130	—	30	—
6	6.625	6.065	0.280	125	—	65	—	105	—	30	—

(3-inch or smaller) have been used. Different manufacturers vary in their use of bronze or brass. It is common practice to use brass for valves up to 150 p.s.i. and bronze for higher pressures. If a valve is recommended for temperatures above 422° F. it should be bronze.

The American Society of Mechanical Engineers, the Manufacturers Standardization Society (MSS) and other groups cooperating through the American Standards Association have gone far in developing standards for the valve and fitting industry. The adoption of these standards by manufacturers is of substantial value to all valve users. As a result of this work the user is able to match flanges and other end connections of different makes. In some cases even the face-to-face dimensions of valves have been standardized.

The standards when followed assure safe design and materials of valves for most service conditions, as well as interchangeability. Definite pressure classes have been set. Because of this, the number of necessary lines of valves required for the many different pressure and temperature conditions has been substantially reduced.

Since pressure ratings vary with the temperature of the fluid to be used, many valves are given a primary rating. This rating represents the basic



Sliding-stem globe valve is used when frequent or continuous operation of valve is required. Globe valves are suitable for such service—short lift of disc allows quick opening and closing

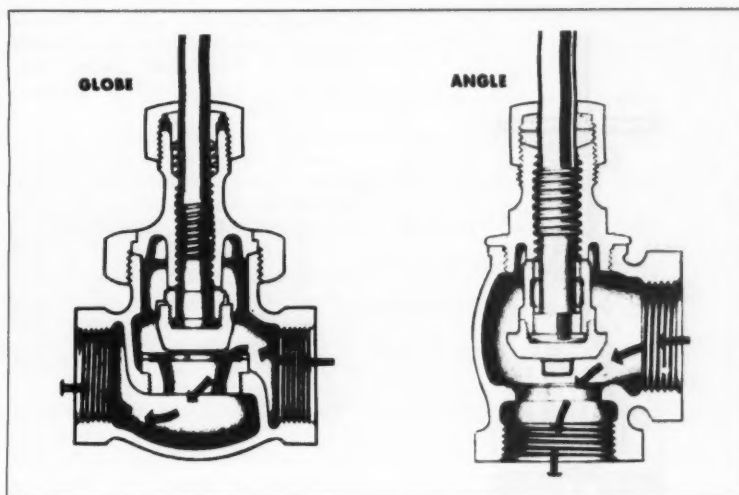


Fig. 1 (left). Fluids change direction when flowing through globe valve. This seating construction increases resistance to—and permits close regulation of fluid flow. Disc and seat can be conveniently reseated or replaced. This feature makes them ideal for services that require frequent valve maintenance. Shorter disc travel saves operators' time when valves must be operated frequently

Fig. 2 (right). Angle valves have same operating characteristics as globe valves. Used when making a 90 degree turn in a line, an angle valve reduces number of joints and saves make-up time. It also gives less restriction to flow than the elbow and globe valve it displaces

steam pressure as covered by American Standards. All ratings are based on nonshock pressure.

A standard of particular interest to the user is MSS SP-25 on marking of valves and fittings. This enables the user to identify most valves, regardless of their makes. In the proper selection of valves it is necessary to know the meanings of the various markings which generally appear on the valve body. If a marking consists of numerals only, such as "300," it represents the primary steam pressure rating. If numerals are followed by letters they represent the working pressure and the fluid for which the valve is intended. These suffix letters signify the following: A, air; G, gas; L, liquid; O, oil; S, steam; W, water; and DWV, drainage, waste and vent.

Cast-iron valves are used for many services including steam, water, oil, gas and air. Although most of these valves are brass-trimmed there are all-iron valves made for service where brass is not suitable because of corrosion conditions. The temperature limitation for cast-iron valves is about 450° F.

Steel valves boast high strength and excellent resistance to high temperatures. They are made in all alloys and hence can be found for almost any service if you care to pay the price. Usually, however, their application is

limited to high-pressure and high-temperature duty.

Types of valves

Once you get beyond the consideration of materials there is very little left to choice. Fittings, accessories and layout are dictated pretty much by the equipment used and where it stands in the plant.

Valves are a different matter. There is a definite school of thought on them. Gate and globe valves are the most widely used. Globe valves (Fig. 1) are intended principally for throttling or flow control service. They are made in the globe, angle and "Y" pattern designs.

The globe pattern creates a higher pressure drop than other conventional valves. Since throttling is a means of controlling pressure, the restriction to the flow is often advantageous rather than objectionable. The high pressure drop makes it necessary to lift the disc farther from the seat for a given flow rate. This reduces the danger of cutting ("wire drawing") the seating surfaces.

When it is necessary to have full flow, the angle or "Y" pattern designs are preferable. These two designs create a substantially lower pressure drop than the globe pattern valve. The angle pattern is shown in Fig. 2.

One advantage of the angle valve

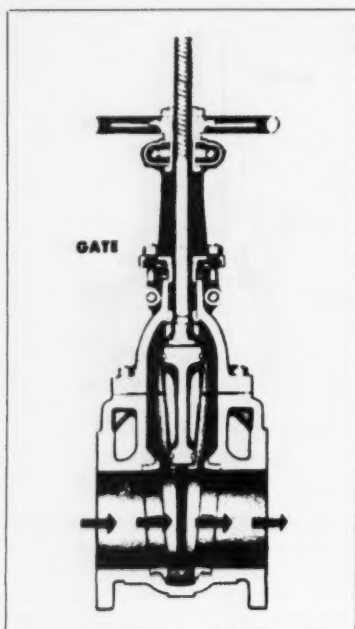


Fig. 4. Gate valves are best for services that require infrequent valve operation, and where disc is kept either fully opened or closed. They are not practical for throttling. With usual type close regulation is impossible as fluids flow through in straight line. This construction offers little resistance to flow and reduces pressure drop to a minimum.

over the globe valve is that it can generally be located so as to replace an elbow, thereby eliminating one turn in the line.

Globe valves can be opened or closed much faster than gate valves because of the shorter lift of the disc. When valves are to be operated frequently or continuously, a regular globe valve provides more convenient operation than a gate valve. The seating surfaces of a globe valve are less subject to wear, and the discs and seats are easily replaced. Also, there

is considerably less wear on the female threads in which the stem threads operate. A sliding stem globe valve, as shown in Fig. 3, is frequently used in such cases.

Gate valves (Fig. 4) are intended for use as stop valves. They give the best service when used in the wide-open or fully closed positions.

The gate pattern has the lowest pressure drop of any regular type of valve. When in the open position, the enlargement of area in the body into which the disc fits causes the pressure drop to be only slightly greater than that in an equal length of pipe.

Gate valves should not be used for throttling except in an emergency. The nature of their design makes them impractical to control flow with any degree of accuracy. The disc usually has no rigid connection with the stem and is loosely guided to permit seating without binding. When the disc extends into a high-velocity stream, it is likely to vibrate. The double-disc seating arrangement is particularly apt to vibrate.

Vibration of the disc can result in excessive wear of the parts and can sometimes set up damaging vibration in the line. Also, when in the partly open position, the disc and seat faces are so close to each other that serious cutting (wire drawing) of the seating surfaces is likely to result.

Recent gate valve designs for pipelines are based upon the principles used for many years in large hydraulic valves. The disc has an extension which slides into a large pocket in the bottom of the valve when closed. This extension has a circular port the same diameter as the body seat port. The body and disc seating surfaces are parallel. When the valve is open, the body and disc extension form a straight passage through the valve as shown in Fig. 4.

Valves of this design are often called conduit or pipeline valves. The pressure drop is the same as that in an

equivalent length of pipe or conduit. Although these valves are called pipeline valves they should give excellent service in large hydraulic lines.

The conduit design is ideal for pipelines, particularly if it is the intention to clean the line with "scrapers" or "go-devils." The cleaning device will pass freely through the valve, and the disc prevents settling of sediment in the bottom of the valve body. Some of these valves are provided with means for filling the valve body and bonnet with grease. This lubricates all internal moving parts, protects the interior of the valve from corrosion, and acts as a seal for the seats.

When valves require drain openings, they are regularly furnished with the size shown in Table 2, unless

Table II. Drain tapping sizes regularly furnished on valves requiring openings for drainage.

Valve size, in.	Size of drain tapping, in.
2 to 4	1/2
5 to 8	3/4
10 to 24	1

otherwise specified by the purchaser.

The application of standard symbols which have been ascribed for the locations of openings for drain and bypass connections recognized as standard is well established. These symbols should be regularly employed on drawings, specifications, requisitions, and other instruments used in the transactions of business.

When tapping may be required at some other location, it is recommended that the manufacturer be consulted as to its practicability. Both the inquiry and the order should be accompanied with a sketch clearly indicating the location upon the valve body.

The need for drains on valves used in power and process piping systems is discussed in more detail in ASA B31.1, Code for Pressure Piping. □□

Engineering Questions and Answers

Cleaning Heat Exchangers

Engineering Editor:

Closed, surface-type heat exchangers are big maintenance items in our plants. Is there a standardized way of (1) testing for a need to clean, (2) actually cleaning? That is, the methods, mechanical or chemical?

You can find out when a heater needs a cleaning by checking the Terminal Temperature Difference with thermocouples. When TTD exceeds 4 or 5 degrees it's time to con-

sider cleaning. Also, pressure-drop increase is an indication of iron deposits in the tube.

The first cleaning operation consists of pumping inhibited hydrochloric acid through shell and tubes. Periodic analyses should be made of the chemical effluent to find out its iron content. Iron content normally rises to a peak, levels off, and then drops almost to zero in about four to five hours.

If time permits, exchangers should be water-rinsed. But a caustic solution should follow in any case, to neutralize the metal surfaces. This operation takes two to three hours to insure removal of all acid.



A GOOD BUY!



We are now building in quantity and stocking a number of standard size Inversand Zeolite Water Softeners. These popular water softeners are available at low prices and

convenient terms. They are the latest design, fully guaranteed, and we feel A GOOD BUY at this time.

Remember, Inversand Zeolite Water Softeners are used by hundreds of commercial and institutional laundries everywhere . . . many for over thirty years.

Write for full details, or a Representative will call.

Bulletin IS-1 sent on request

HUNGERFORD & TERRY, Inc.

Clayton 8, New Jersey

Disposal of the used solutions after cleaning may be a problem. Local ordinances should be reviewed to find out whether the chemicals can be dumped directly into the river.

Chemicals for heater cleaning should be restricted to the shell and tubes—not allowed to enter connecting piping. Line valves connect close to heater nozzles. And smaller-size flanged nozzles between valve and waterbox at both inlet and outlet accommodate the chemical cleaner.

At a low point common to all heaters, caustic and acid mixing tanks, each connected to the same pump, serve as recirculation storage tanks. The pump discharges through piping to both inlets on the heater. The common header then feeds into the acid and caustic tanks. Proper valves are operated to return each chemical solution to its own storage tank.

Oil heaters don't usually need chemical cleaning because they operate at relatively low temperatures. In systems using untreated water for heating and cooling oil, efficiency may drop as a result of algae growth. If valves and piping are installed so flow can be reversed to break off growths, the condition can be relieved. Injecting small quantities of chlorine in the water prevents algae growth.

Another way to clean the inside of tubes (if only straight tubes comprise the tube bundle) is to remove the waterbox cover as well as the tail end of the shell. Then force compressed-air-powered plugs with brushes through each tube. It's important to keep close tabs on brushes so none are left in the tubes.

After brush cleaning, an air test can be run on each tube by adapting a pressure gauge to the tube outlet and applying air to the opposite end. Pressure drop, while both ends are closed off, shows up a pinhole.

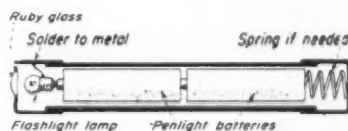
Safe Fuse Tester

Engineering Editor:

Could you suggest some way to check whether or not overhead fuses are working while the fuse is still in the box?

In many plants the tools and machinery are fed from an overhead bus-duct. Fuses are fastened in with bolts so your problem has been met before.

If plant runs on 440 v., for example, take a 440 v. 60 amp. renewable fuse, remove the link, but keep brass screw ends.



Drill one end for a pilot light (see sketch), install a flashlight bulb and solder the thread side to the metal end of the fuse. Cover the bulb with a ruby glass. Install two penlight batteries, screw the other end of the fuse in against the batteries—the tester is ready for use. This tester is safe because when you open the switches for test, the power is cut off. You can also use it for 220 v. by having a 220 v. fuse case with one penlight battery. Pays for itself many times.

NEWS

From the

ALLIED TRADES

DeKalb Board Elects Sayers



B. J. SAYERS

B. J. "Bill" Sayers has been elected vice-president in charge of sales for DeKalb Commercial Body Corporation, DeKalb, Ill., it has been announced by E. E. Miller, president.

Mr. Sayers joined the DeKalb sales organization in 1952. He was assigned to fleet sales and in 1953 was made fleet sales manager. His election as vice-president took place during a recent meeting of the firm's board of directors.

Hitchcock Promoted



HARRY W. HITCHCOCK

Harry W. Hitchcock has been promoted to assistant manager of the Laundry Sales Division of The Keever Starch Co., Columbus, Ohio. He was formerly the West Coast manager.

Working closely with R. W. Allen, sales manager of the Wheat Products Division, Mr. Hitchcock will now work out of the home office, spending most of his time traveling the country in sales and service contact with Keever salesmen and laundry and drycleaning jobbers.

Diamond Appoints Buettner

Robert K. Buettner has been appointed assistant controller of the Diamond Alkali Company in Cleveland, Ohio, it has been announced by W. A. Crichley, controller.

Mr. Buettner, former supervisor of the company's tax department, will assume supervisory responsibility for Diamond's general accounting and tax work.

A graduate of New York University with a B.S. degree in accounting, Mr. Buettner served five years in the U. S. Army. He gained accounting experience with two large New York firms before joining Diamond in 1952.

Guss Exhibits Abroad

Joseph Guss & Sons, Inc., Washington, D. C., current participant in the International Trade Fair at Poznan, Poland, has been selected to exhibit at the Zagreb, Yugoslavia, International Trade Fair in September.

The announcement was made by the company after it was selected by the United States Department of Commerce, Office of the International Trade Fair. The Yugoslavia exhibition is to take place from September 5-20. The theme of the U. S. exhibit is "Industry in the Service of the Consumer." It will be illustrated by a "Main Street" of stores and shops, indicating how the products of industry are conveniently available to American shoppers after being designed for their needs.

Representatives of the firm of Joseph Guss & Sons report that both the coin-operated laundry center and the one-girl shirt unit have been tremendous

hits at the fair in Poland. The Forse one-girl shirt unit and the Philco-Bendix coin-operated laundry are on display.

Color Linen Survey



Ninety-four percent of a representative group of linen suppliers supply colored table linens, according to a recent independent survey. Additional figures showed 80 percent of the suppliers contacted keep colored linens in stock rather than buy them only as needed.

Ken Anderson, president of Art Textile Corporation, observed that 46 percent of the linen suppliers stock five or more colors, some as many as eight colors in from two to four styles. He said the survey revealed that suppliers using colored table linens reported highly satisfactory profits. One reason is that colored table linens are priced only slightly higher than whites but may be rented for as much as 50 percent more.

According to Mr. Anderson, his company's Artex Momie Cloth is still in usable condition after 100 washings. Pictured is the Harlequin pattern, available in a choice of 60 colors.

Complete information, including free literature, on the advantages of colored table linens may be obtained by writing Art Textile Corporation, Highland, Ill.

Wallerstein Open House Celebrates Expansion



The Wallerstein Company celebrated the opening of its new administration building at Mariners Harbor, Staten Island, N. Y., on May 23 with a Family Day Open House for all employees and their families.

The administration building, opened on May 4, houses the executive, sales and general offices of the company. For the first time in 40 years the offices, manufacturing facilities and laboratories are located together at the plant site at Wallerstein Square in Mariners Harbor. According to the firm, this grouping will provide Wallerstein with an opportunity for even greater service to its customers.

The open house was attended by more than 1,600 guests—Wallersteiners, their families and friends and a group of local dignitaries. Following a tour of the plant and an exhibition of the company's products, refreshments and entertainment were provided.

Arthur C. Emelin, president of Wallerstein, noted that the recent construction and opening

of the new administration building is another step forward in the company's development program for the future.

Prosperity Names DeBottis

Robert DeBottis has been appointed executive vice-president of the Prosperity Exporting Corporation, a division of Ward Industries Corporation, Syracuse, N. Y.

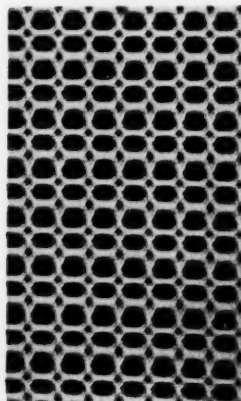
In announcing the appointment, Fred I. Courtney, president, added that Mr. DeBottis will also be manager of the Export Division and a member of the management committee team.

Mr. DeBottis has served continuously in the Export Division since 1944 and has been a vice-president of Prosperity Exporting Division since 1956. In his new capacity he will be responsible for directing all export operations and development of an extensive program for expanding export participation.

BULLDOG LINE



BULLDOG BAR-MASTER KNITTED NYLON NETS



This photo shows the actual net size of our Bulldog Bar-Master net . . . but only a trial, in your own washers will point up the many advantages inherent in the 'slow-knit' method by which they are manufactured in our mill: Scientifically balanced; open knitted for free washing action; preshrunk, will not stretch or 'hour glass' in shape. Expands in width, handles all types of wash safely; Easy on hands and buttons; Easier loading, pinning, washing, and sorting. Longer wearing . . . Best dollar for dollar net value in the field.

Your jobber has all sizes and colors in Bulldog Bar-Master nets. Order today.

X. S. SMITH, INC.
RED BANK • NEW JERSEY

Mr. Laundryowner . . .

We want the man who "sells"
you to sell for us!

We are recruiting a top-notch sales force to expand an industry-wide program based on the recent Gray & Rogers and A.I.L. "female-image" survey. You can benefit professional launderers across the nation (yourself included) by recommending the laundry-products or linen-supply salesman most on the ball. We offer him generous commissions in a venture developed in co-operation with major laundries and kept under wraps until recently. May we send you, in strict confidence, an outline of our master-plan so that you can decide whether it's good enough for him—and whether he's good enough for it? If you'll forward us the name of the man, or have him get in touch with us, after examining the plan, we'll arrange for a personal interview. Address: Box 2081, STARCH-ROOM LAUNDRY JOURNAL.

Wallens To Manage Sayve



WILLIAM R. WALLENS

William R. Wallens, founder and originator of the Martinizing drycleaning system, has announced he is taking a leave of absence as general manager of the Martinizing Division of the American Laundry Machinery Company, Norwood, Ohio, to direct the management of Sayve Corporation of America, Cincinnati, Ohio.

Sayve, manufacturer of prefabricated buildings for franchised businesses, is introducing three new models designed for the drycleaning, laundry and coin-operated laundry businesses.

The new line of buildings is called the Suburbanite, Models U, V and W series. All are designed for drive-in and drive-around locations, permitting adequate parking space for customers. The building is 47 feet wide, and 10 or 20 feet deep.

Saratoga Conveyors Sold

Automatic Specialties, Inc., Atlanta, Ga., has purchased the

Saratoga Conveyor Company with the Saratoga line of call-office conveyors known as the Pacemaker in Space-Saving, it has been announced.

The new line will be promoted in addition to Automatic Specialties' own Shamrock line of conveyors. All facilities for manufacture of the Saratoga conveyors have been installed alongside those for the manufacture of the Shamrock line.

Maurice Bassinow; Lloyd T. Howells, vice-president; Kenneth E. Fulton, president; Edward C. Regan, sales manager; and Carl F. Mudgett. Seated, left to right, are: Dana C. Jones; Emil M. Kern; Gerald Lankshear; John C. Bottoms; Murray Hamel; Edward E. Hooper; Charles L. Amateis; Carl C. Muller; Earl A. Jones; John H. Schulthess.

Beach Sales Contest Offers Bermuda Vacation



A free cruise to Bermuda is the prize being offered all Beach salesmen for making their quota of sales on seven new laundry products, it has been announced by the Beach

Soap Company, Lawrence, Mass.

The prize was announced at the annual company sales meeting. Pictured at the meeting are, standing, left to right:

Four Diamond Promotions

Several promotions of employees of Diamond Alkali Company's Chromium Chemicals Division Cleveland, Ohio, have been announced by F. W. Jarvis, general manager of the division. The promotions result from the sudden death of Walter W. Cooke, former general plant superintendent in Painesville, Ohio.

A. W. Waller, manager of the division's Kearny, N. J., plant, becomes operations manager of the division at both Kearny and Painesville.

George Henderson, assistant plant manager at Kearny, succeeds Mr. Waller and becomes general superintendent at Kearny.

George Barbieri, special staff assistant at the company's

QUALITY



LEADER

PINS

NET PINS
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STRAIGHT PINS

- Coiled or Coil-less
- Brass, Stainless, Brass Finish
- "Brass-Stainless" Combination
- Sizes — 1½-inch to 5½-inch
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- Plain, Numbers, Letters, Special

PIN CARRIERS — Brass or Canvas
COLOR-CODED FLAG MARKERS
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PIN STRAIGHTENERS

Ask Your Jobber or Write For Catalog

THE KEYES-DAVIS COMPANY 110 14th Street
 Battle Creek, Mich.



Cleveland headquarters office, becomes general superintendent of the Painesville plant.

Matthew A. Killinen, assistant superintendent at Painesville, will be assistant general superintendent there.

Mr. Waller has had 42 years of highly diversified and specialized experience in the chrome chemicals field. He started at the Kearny plant, then known as the Martin Dennis Company, in 1917 as assistant superintendent, becoming plant manager in 1948.

Mr. Henderson started at the Newark plant of Martin Dennis in 1925 as a maintenance mechanic, transferring to Kearny in 1940 as assistant superintendent. He was promoted to superintendent in 1947 and assistant plant manager in 1954.

Mr. Barbieri joined the Diamond organization in 1946 following four years in the U. S. Coast Guard. He was promoted from division clerk to office manager in 1948, maintenance superintendent in 1955 and special staff assistant in 1956.



New! **Key-Tag**
2-WAY TRUCK
 30 SECONDS FROM SHELVES TO BINS

Ideal linen service truck for hospitals, etc. Each shelf in turn when emptied drops to form bin for soiled linen. Many laundry uses. Lifetime all-welded steel tubing construction with inserted palings for extra ruggedness. ½-ton capacity. 5' x 2' x 4½'. Key-Tag supplies a full line of standard and special trucks, tables, fixtures and equipment for laundries and linen supply services. Write for details.

THE KEY-TAG CHECKING SYSTEM CO.
 6509 HOUGH AVENUE • CLEVELAND 3, OHIO

Mr. Killinen's service with Diamond dates back to 1930 when he joined the firm as head of the Magnesium Chloride Department. He transferred to the Chromium Chemicals Division at Painesville in 1945.

Guss Announces Move

Joseph Guss & Sons, Inc., has announced it has moved to the firm's new building at 2046 West Virginia Ave., N.E., Washington 2, D. C.

NEW PRODUCTS AND LITERATURE

Continued from page 8

Laundry Adding Machine

A specially designed adding machine for laundries, capable of printing quantity, description and price of laundry items on the laundry ticket and totalling both the number of items and charge per bundle, has been announced by Victor Adding Machine Co.

The company notes that with this machine one person can sort, count, record and price the laundry in each bundle in one operation and on one form. This machine method is claimed to be at least twice as fast as the usual method of handwritten invoicing.

The Victor Laundry Model counts and prints the number of items, three-letter abbreviated descriptions and the laundering charges for each type of article. After the entire contents of a bundle are listed, a total is taken which prints the number of articles in the bundle as well as the total charge. The machine also performs all the functions of a regular adding machine, and the duplex model prints a grand total of all laundry tickets.

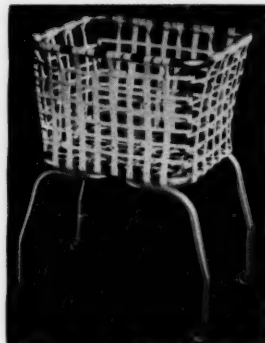
For more information write Special Machines Dept., Victor Adding Machine Co., Chicago 18, Ill.

and dirt, and for cleaning marking machines, etc.

The maker points out that there are no electric motors, wiring or connections, which makes the unit safer in wet, dusty, charged or explosive atmosphere. Easy-rolling ball-bearing caster wheels enable the vacuum to be transported, handled and maneuvered with ease. It has a ½-bushel (3-gallon) capacity tank which serves as the refuse receptacle. Accessories include a 10-foot flexible vacuum hose, 40-inch metal wand, 5½- and 10-inch pickup nozzles, and special 5½-inch nozzle with slip-on brush attachment.

Complete information on the Jet Syphon may be obtained by writing Laukhuff-Pratt Mfg. Corp., 3097 W. Mill Rd., Milwaukee, Wis.

Aluminum Laundry Cart



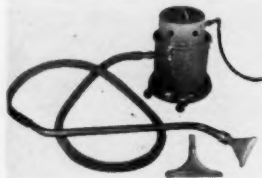
An aluminum commercial laundry cart, the Alum-A-Cart, has been introduced by Wm. J. Manz Equipment Co.

Featuring strong nonsagging plastic webbing and EZ swivel casters, the cart measures 33¾ inches in height, 24½ inches in length, 20¼ inches in width, basket depth of 15¾ inches.

The maker says the Alum-A-Cart has a 150-pound test weight. It is constructed for commercial use in coin laundries, attended laundries and institutions.

For more information write Wm. J. Manz Equipment Co., 21 N.W. Ninth Ave., Fort Lauderdale, Fla.

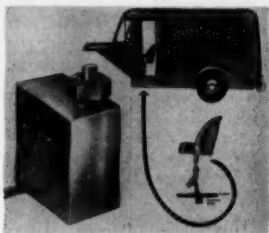
Air-Powered Vacuum



An industrial-type vacuum cleaner, the completely air-operated Jet Syphon, has been announced by the Laukhuff-Pratt Mfg. Corp.

The compact lightweight (29-pound) unit is said to operate off any compressed air source, creating powerful suction for fast wet or dry pickup and thorough cleaning. The Jet Syphon is designed for the safe removal of combustible dust, fine lint

CMC Save-N-Safety Switch



The CMC Save-N-Safety Switch, which automatically shuts off the engine when a driver leaves his delivery truck, has been introduced by Creative Metals Corporation.

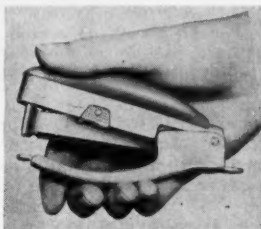
The manufacturer states that the switch also prevents the engine from being started until the driver returns and is ready to resume his route.

The company also notes that during testing of the switch, savings in motor fuel averaged one gallon per day per truck; engine wear was reduced as much as 40 percent.

The CMC switch is affixed under the floor board out of the way. It is in an electroplated metal case which resists rust and corrosion and which is sealed tight to keep out dirt.

There are no delicate parts to wear out or get out of adjustment.

Bates Hand Stapler



A new chrome stapler, the Bates 88P Hand-Grip Stapler, has been announced by The Bates Manufacturing Company.

W. L. Dane, sales manager, notes that the Bates stapler was developed for those who prefer to use a stapler in the hand. It does not require a desk or table surface for operation. The 88P is compact, loads 105 standard staples and may be used as a tacker. A built-in metal loop is provided for hanging on hook or chain.

For more information write Bates Manufacturing Company, Orange, N. J.

Coin-Op Opening Delayed by Fire

The grand opening of AIL's coin-operated store, scheduled for the end of June, was delayed because of fire, it has been announced. It is expected to open soon.

According to *The AIL Member*, the store was planned to be representative of a typical coin-operated laundry in an average community. The Joliet location is in a low-rent residential area off the main streets.

Equipment includes 20 top-loading washers and 6 driers. Layout has been planned so more equipment can be added when and if needed. Automatic bleach and soap-vending machines will be available for the customers.

The *Member* notes that the Institute has undertaken this new project to be more representative of its member plants that have coin-operated units, and to develop cost information and technical data for publication to members. Records will be kept on all phases of the operation and on problems which may be encountered. A report will be made to members at a future date.

Obituaries

Robert H. Armet, 60, purchasing agent of Pilgrim Laundry, Inc., Brooklyn, New York, died suddenly on June 13. Mr. Armet had been associated with Pilgrim for 37 years. Survivors include his wife, daughter and son.

Anthony Brenna, 51, partner in Home Laundry, Trenton, New Jersey, died recently after a short illness. Surviving is his wife.

Hyman Dikowsky, 58, president of Society Laundry and Cleaners, Inc., Chicago, Illinois, died on June 4. "Hy," as he was known by his vast host of friends, devoted his entire life to the laundry

DON'T LET THIS HAPPEN TO YOU

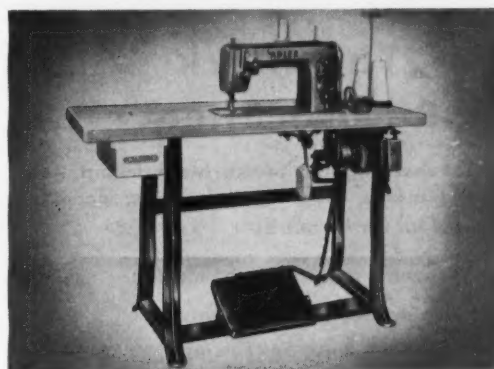
BISHOP Your best assurance of continuous operation of every press is
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 NO PACKING...NO LEAKY JOINTS
 Bronze...Trouble-Free
 AVAILABLE IN SIZES TO FIT ALL MAKES & MODELS OF DRY-CLEANING & LAUNDRY PRESSES

YOU WOULDN'T DRIVE WITHOUT A SPARE TIRE
 Keep extra sets of hose on hand for every press

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FOR ALL PLAIN AND FANCY SEWING

Long Arm—Full Rotary—High Speed—Very Quiet
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 18 Outstanding Features

The Ideal All-Purpose Machine for Laundries—
 Cleaners—Hotels—Hospitals and All Institutions

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Starchroom Laundry Journal

305 East 45th Street, New York 17, N. Y.

and cleaning business. His first connection was at Star Cleaners, when he was only 14 years old. He was a past president of the National Institute of Drycleaning and the Chicago Dry Cleaners Association, and was director of both organizations and the Chicago Laundry Owners Association. Surviving are his wife, daughter and son.

C. Nelson Elliott, 84, retired operator of Elliott's Laundry and Cleaners, Sausalito, California, died recently. Mr. Elliott was a member of Foresters of America and Tuolumne Lodge 8, F&AM.

Leigh B. Hudson, 55, co-owner of Hudson Launderers and Dry Cleaners, Bay City, Michigan, died recently. Mr. Hudson was serving his thirteenth year as president of the Great Lakes Marine Launderers Association, and was past president and board member of the Michigan Laundry Institute. He was also past president and director of Bay City Country Club and a member of Joppa Lodge 315, F&AM, Rotary Club, Bay City Chamber of Commerce and Bay City Retail Merchants Association. Survivors include his wife, stepmother and two sons.

Aaron Isaacs, 63, owner of a laundry on S. Cicero, Chicago, Illinois, died recently. Survivors include his wife, son and daughter.

Stephen C. (Steve) Kelly, 65, president of Palmetto Laundry and Cleaners, Greenville, South Carolina, died recently. He had served as director and vice-president of the Greenville Civitan Club, and as lieutenant-governor of the South Carolina District of Civitan International. He also served on the board of directors of Greater Greenville Baseball. Surviving is his wife.

James J. Magee, 55, former operator of Prompt Laundry, Brooklyn, New York, died recently. He was a first degree member of the Setonian Lodge, Knights of Columbus. Surviving are his wife, daughter and son.

Ben Rubin, 64, founder of Whiteway Laundry, Chicago, Illinois, died recently. Mr. Rubin was also co-partner in Sheridan Laundry until his retirement two years ago. Survivors include his wife, two sons and daughter.

Charles Schmitt, 59, owner of Three-Hour Laundry, Union City, New Jersey, died recently.

Convention Calendar

Georgia Launderers and Cleaners Association

The Biltmore Hotel, Atlanta, Georgia, August 21-23, 1959. With exhibit.

Dry Cleaners and Launderers Institute (Ontario)

King Edward Hotel, Toronto, Ontario, Canada, October 22-24, 1959

New York State Launderers & Cleaners Association

Scaroon Manor, Schroon Lake, New York, September 24-26, 1959

Canadian Cleaners and Launderers Allied Trades Association

Queen Elizabeth Building, Toronto, Ontario, Canada, October 22-24, 1959

Pennsylvania Laundry Owners Association

Chalfonte-Haddon Hall, Atlantic City, New Jersey, October 8-11, 1959

Institute of Industrial Launderers

Americana Hotel, Miami Beach, Florida, November 15-20, 1959

Laundry and Cleaners Allied Trades Association

Shoreham Hotel, Washington, D. C., October 14-16, 1959

American Institute of Laundering

Chicago, Illinois, February 24-28, 1960

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

Complete laundry and drycleaning plant located in Michigan town of 17,000 population. Volume approximately \$70,000 for 1958. Only laundry in town. Must sell due to age. ADDRESS: Box 2010, STARCHROOM LAUNDRY JOURNAL. -2

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease on building or will sell. For further information, ADDRESS: Box 2027, STARCHROOM LAUNDRY JOURNAL. -2

MODERN SOLVENT DRYCLEANING AND LAUNDRY PLANT IN WESTERN IOWA FOR SALE. STRICTLY RETAIL. FIVE ROUTES. FIVE DRIVE-IN STORES. ONLY LAUNDRY IN CITY OF 60,000. PLANT LOCATED ON TWO STREETS WITH DRIVE-UP WINDOW. YEARLY VOLUME \$400,000, TWO-THIRDS DRYCLEANING, ONE-THIRD LAUNDRY. OWNER WISHES TO RETIRE. ADDRESS: 2049, STARCHROOM LAUNDRY JOURNAL. -2

For sale—Laundry in the beautiful city of Rochelle, Illinois. Population 6,000, owner ill. Located 75 miles west of Chicago. Including: real estate, one truck, boiler 75 HP., four washers motor-driven, shirt unit, flatwork ironer, two tumblers. Write: G. Carlson, Rochelle, Illinois. 2050-2

I HAVE A MODERN SMOOTH-RUNNING SYNTHETIC PLANT DOING OVER \$2,000 PER WEEK IN JUNE, \$1,000 OVER COUNTER, \$1,000 RETAIL TRUCKS. CAN DO TWICE THIS VOLUME. I AM GOING TO RETIRE TO MY FARM. WILL SELL ON TERMS \$17,500 OR A DISCOUNT PRICE FOR ALL CASH. IDEAL LOCATION AND SPACE FOR COIN-OP. YOU CAN STEP RIGHT INTO A PROFITABLE BUSINESS AT A BARGAIN PRICE. YOU MAY COME AND BE AN EMPLOYEE OR VISIT WITH THE CUSTOMERS. YOU WILL KNOW WHAT WE HAVE TO SELL. ACT NOW—CALL OR WRITE W. I. PEELER, 2308 RHODE ISLAND AVENUE, N.E., WASHINGTON, D. C. 2080-2

BUSINESS OPPORTUNITIES

Modern well-established laundry and linen plant for sale. Linen service relatively new, 25% growth last year. Annual sales in excess of \$300,000. Potential profit of 15%. Located in the Middle West (not Chicago). Latest modern equipment, plant recently remodeled. Will consider sale with or without real estate. \$50,000 will handle, balance can be arranged on long terms. ADDRESS: Box 2048, STARCHROOM LAUNDRY JOURNAL. -11

CLEANERS! LAUNDYOWNERS! Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. \$3,500 to \$8,000 investment required. Terms available. Unlimited potential in on-location carpet and furniture cleaning service field. Experience helpful but not necessary. Will train. Exclusive territories open. WRITE. Give references, background, qualifications. MAGIKIST SERVICE CORP., Dept. C, Attn: Carl V. Haga Associates, 750 S. Cicero Avenue, Chicago 44, Illinois. 2075-11

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J. 1672-7

DISTRICT SALES MANAGER NEEDED NOW BY LEADING LAUNDRY EQUIPMENT MANUFACTURER TO DIRECT ALL SALES ACTIVITIES IN AN EXCELLENT SALES TERRITORY. THIS IS STRICTLY A TOP MANAGEMENT POSITION WITH COMPENSATION TO MATCH. THE MAN WE WANT MUST HAVE A SOLID BACKGROUND IN ALL PHASES OF SALES MANAGEMENT AND AMPLE TECHNICAL ABILITY TO ANALYZE THE EQUIPMENT NEEDS OF THE MODERN COMMERCIAL LAUNDRY. ALL REPLIES HELD IN STRICT CONFIDENCE. ADDRESS: Box 2072, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY MANAGER, top man to take full charge of laundry and drycleaning production. Family and commercial work. Old established firm in Eastern city. Approximately 200 employees. A challenging job to an experienced manager capable of assuming control over production, quality and costs. Give full experience and references. ADDRESS: Box 2073, STARCHROOM LAUNDRY JOURNAL. -7

SITUATIONS WANTED

LAUNDRY MANAGER ready for one of the top positions. Educated as a production engineer. Trained in all phases of laundry management at A.I.L. Seven years experience in management of multi-plant operation. Five years as a plant superintendent. Proven ability. Chicago area only. ADDRESS: Box 1980, STARCHROOM LAUNDRY JOURNAL. -5

Laundry foreman, seeking position with chance for advancement, A.I.L. graduate, also very capable in drycleaning, 14 years experience. New England area only. ADDRESS: Box 2038, STARCHROOM LAUNDRY JOURNAL. -5

MINT, the only licensed and bonded employment agency specializing in the placement of personnel in the LAUNDRY and DRYCLEANING industry exclusively IS now expanding its services nationally. At the head of this organization is Mr. A. Mints, BS, MBA, who has been general manager, plant manager and chief industrial engineer with some of the largest plants in the East. THERE IS NO CHARGE TO EMPLOYERS for our services. If you need managers, superintendents, routemen, engineers or foremen, list your requirements with MINT PERSONNEL SPECIALISTS, 111 W. 42nd Street, New York 36, N. Y. L'ONGacre 3-0820. 2039-5

Laundry executive desires to make change for advancement to a top position in a multi-plant operation in linen supply, institutional or industrial laundries. 20 years experience in all phases of laundry management—eight years in management of multi-plant operation. One year training at A.I.L. industrial engineer. Chicago office preferred. ADDRESS: Box 2069, STARCHROOM LAUNDRY JOURNAL. -5

Laundry and drycleaning manager. 20 years experience, married, sober, best references. Will go anywhere. ADDRESS: Box 2070, STARCHROOM LAUNDRY JOURNAL. -5

Desires position as salesman, experienced laundry and drycleaner knows and can demonstrate in any department. Best references. ADDRESS: Box 2077, STARCHROOM LAUNDRY JOURNAL. -5

Position wanted as manager of laundry and drycleaning plant. Will take over small or large plant. Married, have family, age 34, sober, 14 years experience in laundry and drycleaning. Know what a full day's work is and am not afraid of it. ADDRESS: Box 2071, STARCHROOM LAUNDRY JOURNAL. -5

MANUFACTURERS REPRESENTATIVES

Manufacturers representative wanted by an exclusive manufacturer of textiles of laundry and drycleaning industry. We manufacture everything for laundry and drycleaning presses and machines. 2076-19

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT, 745 Fifth Avenue, New York 22, N. Y. Tel.: Eldorado 5-1353. 1612-25

BUSINESS SERVICE

Suits double-breasted made single. \$9.95. By mail. Booklet on tailoring 10¢. Talis, 11 Pleasant St., Worcester, Mass. 2074-10

MISCELLANEOUS MERCHANDISE FOR SALE

LAUNDRY LISTS—4 1/4 x 11"—\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. Park Printing, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa. 1799-45

SPECIAL OFFER, FINE QUALITY 24 x 36 NYLON LAUNDRY NETS, ONLY \$13.50 DOZEN. SEND \$1.25 FOR SAMPLE NET. L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 1914-45

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13**

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 1930-13**

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how.

BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

MACHINERY WANTED

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS: Box 874, STARCHROOM LAUNDRY JOURNAL. -3**

Six- and eight-roll **IRONERS.** All makes and sizes, 54", 50" and 48" Notrux extractors, eight- and six-roll American or Troy ironers. Highest prices paid! **ADDRESS: Box 1414, STARCHROOM LAUNDRY JOURNAL. -3**

MACHINERY FOR SALE

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. **Talley Laundry Machinery Co., Greensboro, N. C. 1267-4**

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. **Talley Laundry Machinery Co., Greensboro, N. C. 1277-4**

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. **Talley Laundry Machinery Co., Greensboro, N. C. 1278-4**

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4**

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4**

8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4**

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4**

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4**

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. **CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4**

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4**

MACHINERY FOR SALE (Cont'd)

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN, 36" x 30" HUEBSCH and AMERICAN OPEN END TUMBLERS. GAS and STEAM HEATED. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4**

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4**

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4**

60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER and STAINLESS STEEL BASKETS. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4**

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4**

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4**

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4**

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4**

HUEBSCH 25" COMBINATION HANDKERCHIEF and NAPKIN IRONERS COMPLETE WITH FLUFFER and TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4**

PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4**

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND and POWER MARKING MACHINES. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4**

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4**

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6783-4**

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4**

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4**

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4**

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4**

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4**

2-ROLL 100", 110" and 120" AMERICAN and CI RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4**

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4**

MACHINERY FOR SALE (Cont'd)

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with **TUMBLER AND DRYSET VACUUM UNIT**. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1804-4

Five **TROY** 48" open-top extractors at a bargain price. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1806-4

PROSPERITY and **AJAX** air-driven utility presses. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1808-4

Six-roll 120" **AMERICAN**, **PARAMOUNT**, **SMITH-DRUM** rebuilt ironers. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1810-4

42 x 84 and 42 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers—in excellent shape. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1811-4

AMERICAN MASTER CASCADE, **DOUBLE-END-DRIVEN**, **CONVERTED TO SILENT CHAIN DRIVE** AND "V" **BELT DRIVE** AT **MOTOR**, 44 x 96", 44 x 100", 44 x 120" **MONEL METAL WASHERS** with 3 and 4 pockets. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

AMERICAN STREAMLINED 6-ROLL IRONER, WITH **HAMILTON SPRING PADDED ROLLS** AND **VACUUM DEVICE**, IN **NEW MACHINE CONDITION**. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1803-4

AMERICAN, **TROY** AND **SMITH-DRUM** **MONEL METAL WASHERS**. **MOTOR-DRIVEN**, 42 x 96" **2-POCKET** and **3-POCKET**, 42 x 72" **2-POCKET**. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

FURKETT 72" **HEATED CONDITIONING TUMBLER**, **COMPLETE WITH CONVEYOR**. IN **EXCELLENT OPERATING CONDITION**. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1731-4

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, **4 AMERICAN FOLDMASTERS**, EITHER FOR 7" or 8" **FOLD**. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

UNIPRESS CABINET SHIRT UNIT, **CONSISTING OF: CABINET BOSOM, CABINET SLEEVE, SPECIAL YOKE PRESS AND AUTOMATIC FOLDING TABLE**. **EQUAL TO NEW IN EVERY RESPECT**. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 305 TEN EYCK ST., Brooklyn 6, N. Y. 1739-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1280-4

40" and 48" **AMERICAN** all stainless-steel open-top extractors—perfect shape. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1802-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48, and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent saver, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for launderettes. 1722-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment. reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also launderette. List the machines you have for sale with us. 1725-4

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4

AMERICAN FORMATIC DUCK COAT UNIT COMPLETE. IN **EXCELLENT CONDITION**. Used about year and half. **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1909-4

HOW ABOUT YOU?

Do you know that many cancers can be cured if detected early? That an annual health checkup is your best protection against cancer?

Are you giving yourself this big advantage? Or are you taking chances with your life because of foolish attitudes about cancer like these?



**DON'T
EVEN
MENTION
THAT
WORD!**

Fear keeps some people from even learning cancer facts that can save their lives.

**NEVER FELT
BETTER!**



Checkups help to detect cancer in its "silent" stage before you notice any symptom.



**COSTS
TOO
MUCH!**

Dollars you spend for the protection of your health can mean years of life.

Millions of Americans have made an annual checkup a habit...for life. How about you?

AMERICAN CANCER SOCIETY



MACHINERY FOR SALE (Cont'd)

WILLIAMS LAUNDRY MACHINERY CO.—All sizes and types of laundry and drycleaning equipment; **WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS**, etc. Items available too numerous to mention. Can satisfy all machinery needs at **BARGAIN PRICES**. We are in a position to furnish parts for all makes and models of equipment available. For further information **CALL** Stillwell 6-6666 or write **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37 Ninth Street, Long Island City 1, N. Y. 1968-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic unit—10 lb. Columbia unit. 1723-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants. Prices reasonable, with terms. Request availability list without obligation. 1724-4

Three—34" **ELLIS UNLOADING EXTRACTORS, COMPLETE WITH CONTAINERS. IN FIRST-CLASS OPERATING CONDITION. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2032-4

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The following equipment now for immediate sale, in very good condition: Three—42" x 72" American Norwood Monel washers, Huebsch valves and thermometer. One—42" x 84" American Cascade Monel washer, Huebsch valves and thermometer. Two—50" American Notrux extractors, one set of containers each machine. One hoist and monorail. One—6-roll 120" American ironer, four-speed, slant-frame type, automatic oiler. One—20" Milnor stainless-steel extractor. One—22" x 25" American open-end washer, Monel, with semi-automatic control. Four—36" x 30" American Zone-Air tumblers. Two—107A American mushroom presses. Two—106A American mushroom presses. Two—51A American Super-Zarmo presses. Two—55 American Super-Zarmo presses, all presses air drive. One—5 HP. Westinghouse air compressor, two-stage. One—100-gallon Bishop soap tank. One—15-gallon copper starch cooker. All machines motor-drive 220-60-3 A. C. Phone or write Wm. Gleason, CEntral 1-4932—1515 Clark, St. Louis, Mo. 2034-4

CHICAGO FLATWORK RETURN IRONER—110" STEAM in perfect condition, painted **WHITE**, used very little, reasonable. **ADDRESS: Box 2035, STARCHROOM LAUNDRY JOURNAL.** -4

Key-Tag pins and arms—V and square cut—7 pins to arm \$1.50 per arm. 20" Huebsch handkerchief ironers with fluffer \$185. National bundle conveyor with Key-Tag arm holders, track, stands and arms—very reasonable. Purkert 72" tumblers. **LIQUIDATING COMPLETE LAUNDRY PLANT.** Chicago Used & New Laundry Equipment, Company, 3128 W. Lake Street, Chicago 12, Illinois. Phone: NEvada 8-7763. 2051-4

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AMERICAN 42 x 54 STREAMLINE WASHER with slideout partitions—a real buy. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2055-4

PROSPERITY FULLY AUTOMATIC 60# WASHERS—1 year old. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2056-4

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PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2058-4

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UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2060-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2061-4

PROSPERITY and AJAX air-driven drycleaning presses. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2062-4

Six-roll 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2063-4

42 x 84 and 42 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers—in excellent shape. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2064-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2065-4

36 x 30 **HUEBSCH GAS-FIRED TUMBLERS**, like new. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2066-4

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One Mercury drycleaning unit—model Z-1, with filter and spotting board. **ADDRESS: Box 2078, STARCHROOM LAUNDRY JOURNAL.** -4

One 30 HP. Cleaver-Brooks steam generator burning #2 fuel oil with return system. One Whitlock storage water heater, 875 gallons with 1500 gallons per hour heating coil. Bayless Diaper Service, 274 Prospect Avenue, Hartford 6, Conn. 2079-4

Three Hydraxtors complete with pumps in good working order. Very reasonable. Crib Diaper Service, 101-51 101st Street, Ozone Park, N. Y. or VI 6-6000. Ask for Mr. Kay or Mr. Konecke. 2082-4

Excess equipment from state institution, consisting of: **STREAMLINE 8-ROLL flatwork IRONER**, 9 coil heated Purkert conditioner with conveyor; 54 x 120" & 108" Ellis & Troy Trojan **WASHERS**, Prosperity 454 P.C. & 219 P.O. presses; 50" **NOTRUX EXTRACTOR** with containers. **MUST SELL IMMEDIATELY! ADDRESS: Box 2083, STARCHROOM LAUNDRY JOURNAL.** -4

All metal bundle trucks, with rubber castings in A-1 condition. Size: 63" long, 5'6" high, 16" deep. \$23.50 each. **ADDRESS: Box 2084, STARCHROOM LAUNDRY JOURNAL.** -4

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In the Wash...

Good Chance for Son



To the Editor:

Will you be kind enough to help me meet an American launderer who would consider receiving my son into his home for a period of about six months.

In exchange I would have the son of the American launderer to stay with my family in Cambridge and to work in my laundry for six months.

My son is 23, and we have three other sons over 20, all living at home. My laundry does work mainly for the University undergraduates.

If you can put me in touch with someone who would be interested in this exchange, I shall be very happy to try and meet them whilst my wife and I are in America on holiday from July 23 to September 3. Our visit will be restricted to the New England States and Washington.

F. D. TURVILL, Managing Director
The Swiss Laundry, Ltd.
28 Fendon Road
Cambridge, England

We think this is a wonderful idea and would like to see more exchange programs of this type. If you are interested in this particular offer, we suggest you contact Mr. Turvill directly, enclosing a photo and arranging a tentative appointment.—EDITOR

The Woman's Viewpoint

To the Editor:

We were surprised and quite pleased with the well-written story "Applied Female Image-ry" by Gerald Whitman. What you said (that some firms have been doing this for years) has needed to be said. I do not know why we need Motivational Research to tell us what we should know anyway.

There is a lot I would like to say but I do not want to bore you. This

subject is pretty close to my heart. We would like 50 copies of the magazine sent to us as soon as possible. . . .

HELEN JONES REA
Swan Super Cleaners, Inc.
Columbus, Ohio

Autoclaving Tests

To the Editor:

In your June issue you write:

"Recent tests of unbleached muslin used in hospitals for autoclaving reveal that washing this material after each autoclaving results in less tensile strength loss and gives better whiteness retention than identical samples laundered at the beginning of the test and after the fifth, tenth, fifteenth and twentieth autoclaving."

Just how much difference was there?

J. M.
New York City

In an A.I.L. test conducted for Sister Stephen of St. Alexius Hospital, Bismarck, S. D., the results were as follows: Tensile strength loss for unbleached muslin washed after every autoclaving, 28 percent. Loss for material washed every fifth time, 42 percent.

The first sample also had a whiteness retention of 89 percent compared to 70 percent for the one that was washed intermittently.—EDITOR

Wants Dust Data

To the Editor:

We are interested in obtaining statistics, percentages and comparative costs on a mop service operation for 1,000, 2,000, etc., mops placed in business operations.

We are already cognizant of the initial cost of the mops and would therefore appreciate information on the following items: (1) How many times a mophead can be laundered before it

is necessary to dispose of it, (2) cost of delivery, and (3) cost of overhead.

JOHN PRICE
Dearden and Price Construction Co.
Salt Lake City, Utah

Dust control is still a relatively new service and we are not aware that any comparative cost figures have been compiled. In the plants we've visited, dust control is set up as a separate service with one full-time salesman and a truck. We have also heard of a Denver operator who employs high school boys to make pickup-and-deliveries by bicycle servicing domestic accounts.

If used as intended—on fairly clean, smooth, dry surfaces—the mops last indefinitely. Their use rather than washings will determine their service life.

Dust control can be a very profitable sideline in plants already having the machinery and facilities to produce this work. Whether or not an outsider can set up a profitable business handling this service exclusively is still subject to question.—EDITOR

Man on the Cover

To the Editor:

Your June cover was quite interesting. Just as a matter of curiosity, who is the man on the Americana balcony?

G. T.
Las Vegas, N. M.



Plantowner John B. Spence, Faultless Laundry & Linen Supply Company, Kansas City, Missouri. Mr. Spence is also chairman of the Executive Committee of the All-American Research Foundation.—EDITOR

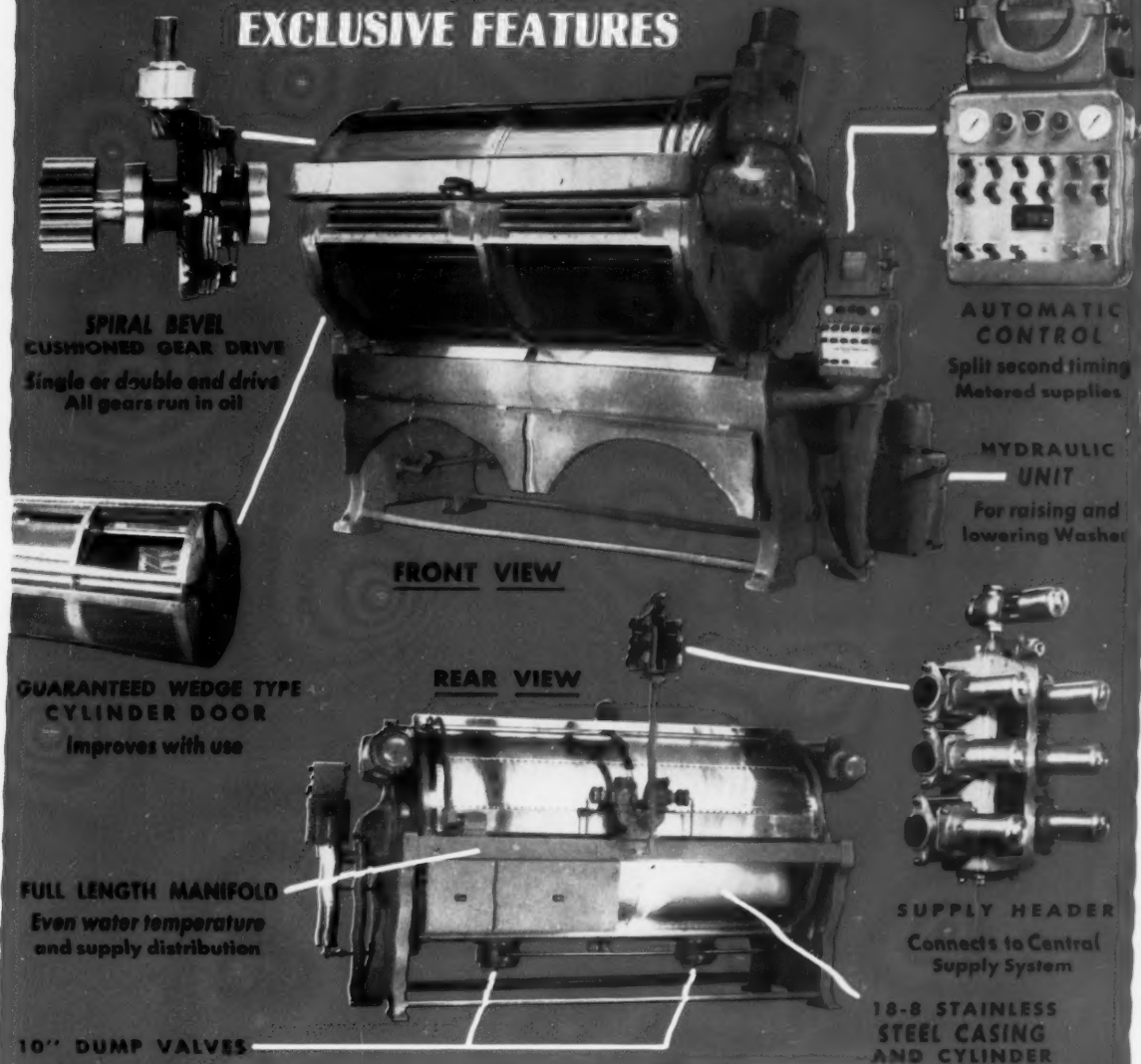
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We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

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305 East 45th Street
New York 17, N. Y.

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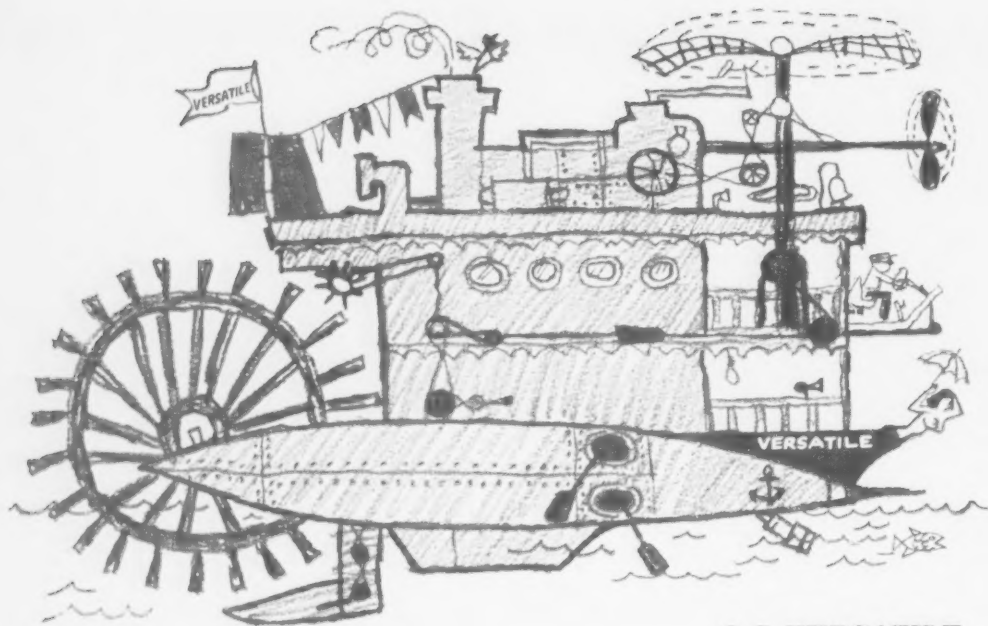
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